

# ELECTRICAL MERCHANDISING WEEK

MAY 2, 1960

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 92 NO 18

SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

## In Los Angeles, Four Utilities Slug It Out

And strangely enough, everybody seems to be winning in this all-out "Battle of the Fuels." Even the dealer may benefit . . . if he takes the long-term view. *see page 20*

## No Dancing Girls, Just Merchandise

The products themselves are exciting enough say the sponsors of San Diego's successful home appliance show. *see page 4*

## The Supreme Court Looks At Sunday Closings

A long awaited ruling on Sunday closings may be forthcoming as a result of the Court's decision to review three cases. *see page 2*

## They Do Things Their Own Way

You may not agree with these two partners on their attitude toward service, shopping centers and pricing. But it's hard to argue with success like this. *see page 16*

## What's Coming Next From the Japanese?

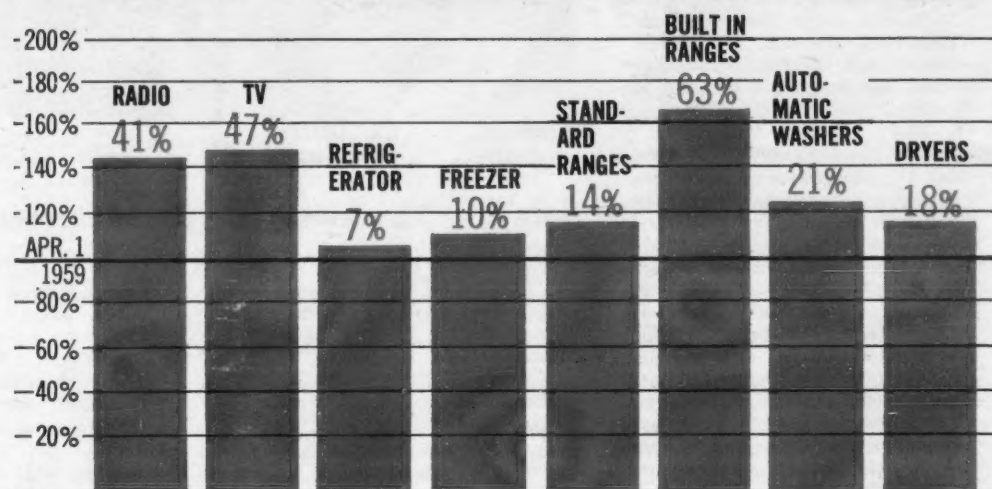
Here's a pictorial sampling of what was shown at this month's Osaka Trade Fair. Included is a versatile combination stereo record player and tape recorder. *see page 4*

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Published weekly by McGraw-Hill Publishing Co., 871 N. Franklin, Chicago, Ill. Second-class postage paid at Chicago, Ill. Subscription price \$2 a year. Copyright 1960 by McGraw-Hill Publishing Co., Inc. All rights reserved. Address all correspondence to 330 W. 42nd St., New York 36, N. Y.

## INVENTORIES are UP



## BUT...

- 1 Manufacturers of appliances and television were optimistic about the future of their industry.
- 2 Sales are up over 1959, so manufacturers don't believe that layoffs in some factories and backlogs piling up in warehouses bother them.
- 3 Dealers' reactions make a crazy-quilt pattern. Those who are overstocked seemed concerned. Those who aren't, feel that business will improve.
- 4 The future of pricing may depend on steel, but that's the unknown quantity. Will steel go up? Some think it will soon; others don't believe it.

So far, the first year of the Sizzling 60's has turned into the year of the big backup. Inventory? Just about everyone had it. On the factory-distributor level, white goods inventory was up 20% for the first quarter, TV was up 22.6% overall, radio was up 27.7%.

What happened to the great expectations? Well, the expectations for the decade—and the year—were still there.

But because sales didn't get away from the gate as rapidly as anticipated in the first quarter of this year, and goods were turned out on the basis of generous predictions, the industry has run into difficulty.

Everyone seemed to feel last week that the troubles were temporary. While inventory was backing up in the first quarter, sales were still 1.8% ahead of the same period in 1959.

And industry officials liked to point out that 1959 was a good year.

Difficulties really developed late last year when many were carried away with the promise of the Soaring 60's. Now many were starting to View With Alarm.

A harsh winter with plenty of snow and a late spring contributed heavily to the slow getaway. Recovery from the steel strike was still another factor.

The late spring meant a delay in housing starts, which increased in March, but are still running behind last year's pace. And late housing starts meant a backup in built-in ranges where the inventory has topped the 1959 period by a staggering 63%.

And so the pattern grew . . . optimistic estimates, high production and sales. But the sales failed to clear the decks. So last week manufacturers took action. General Electric, Westinghouse and Maytag laid off help and cut production until sales caught up with inventory.

Manufacturers also were bringing out lower-priced models of some white goods without the luxury features. This added up to indirect price cutting.

The future? Best guess now was that 1960 sales would equal 1959 levels.

*Continued on page 8*

## REGIONAL ROUND-UP:

It's spring again and optimism is sprouting in most of the communities surveyed across the nation by EM Week, but there were soft spots.

**EAST . . . WASHINGTON**—Business here has taken a recent upturn in electrical appliances, but the sale increase is nothing more than the usual warm weather rise. As a leading distributor said: "We're selling the things that we have to sell; that's the whole story."

The optimistic pre-Easter forecasts for the nation's capital proved to be true, most lines were moving quite well. Outlooks now favor increased business until the first of summer. Recent hot weather stimulated some flurries in air conditioner orders.

**SOUTH . . . NASHVILLE**—April fell flat on its face in Nashville. A combination of factors appeared to be involved. And racial tension certainly was one of them: Downtown stores with eating facilities were under boycott and the pain was two-fold: Negroes weren't buying, and many whites were staying away to sidestep potential unpleasantness.

A department store buyer reported his March up 11%, his April off 35%—that's when the boycott began.

Although air conditioning has shown sporadic signs of life, there had been no real volume through April 25. That scene was due for a change, though, under the big-league boosting of Nashville Electric Service.

As April waned, promotions were afoot. Harvey's, key department store, was giving away the second in a series of three Corvairs—awarded in nothing-to-buy drawings every

other month. And Modern Appliance Co. had hit it big with its version of Maytag's buy-one-take-two activity.

In general, laundry showed the most zip in a soggy retail market, but looked fairly sick at wholesale. Television was on a two-way street—parked at retail, but humming along at wholesale. Distributors were playing a game with their 17's and 21's, racing to get clean by June, when the 19's and 23's are sure to bloom. But the public must have been listening—they weren't buying.

**MIDWEST . . . ST. LOUIS**—The weather was mild last week, Easter was over, tax forms were in the mails and most St. Louis dealers saw an end to the sales drought which had plagued them since Christmas.

"As soon as the consumers get two payments after taxes and Easter, things will start to move up," predicted Arley Fridley of Fridley Brothers, St. Louis area distributors for Norge, Sylvania and Webcor.

"It's starting to pick up already," explained John Giulvesan of Lazar and Sons. "Refrigerators and air conditioners are starting to move, laundry sales are fair and television is just starting to taper off." For Giulvesan—and for most St. Louis appliance men—Easter was bad.

How bad was early April? "We were off 30 to 40%," answered Joe Mizerany Jr. of Mizerany Appliance Co., which operates five stores in St. Louis and southern Illinois. "Now,"

he went on, "we're looking for an upswing. Air conditioners, dehumidifiers and freezers are all starting to pick up."

Just to keep things moving, Mizerany Co. will kick off a mammoth 12th anniversary promotion in early May, using plenty of newspaper space and television time. "We'll be promoting just everything," Mizerany explained. Other dealers were planning air conditioning promotions, still using the old "beat the excise tax" theme.

On the whole, most dealers here were pretty happy. Our favorite game this winter was looking for an upturn," one dealer said, "only this time I think it's in sight."

**WEST CENTRAL . . . CHEYENNE**

—An influx of Atlas missile base construction workers helped boom Cheyenne business. Electric and gas utility hookups have increased about 100 a month in past few months. And appliance dealers said business was 10 to 20% better than a year ago.

Washers and dryers were selling well. Television, refrigerator and freezer sales were spotty, with some dealers reporting good business and others, poor. Built-in range sales were fair to good, but free-standing ranges and small appliances were relatively slow.

Dealers said competition from discount houses in Denver, 100 miles away, was dropping. Cheyenne drug and five-and-dime stores were cutting list prices on name-brand small appliances, but most major deal-

ers were holding the line on list prices.

Les Harnish, of B. Davis Furniture, said "People are shopping around for best buys, but we don't get Denver discount house prices thrown in our face as much as we did a year ago."

Electrical Center reported excellent sales of Regina electric brooms because of a \$10 price deduction.

**WEST . . . PHOENIX**—Central Arizona retailers were mobilizing for their third annual Snowballs in June campaign to sell freezers and combination units.

The promotion centers around a helicopter drop of plastic snowballs at area playgrounds. Each snowball contains a ticket for a pint of ice cream redeemable at an appliance merchant's store.

Central Arizona dealers were smiling again after a fast March erased some of the gloom caused by the slow first two months of the year. Television sales remained soft, slower than white goods, with sales off since the first of the year. Dealers were complaining that even repeats of successful past promotions didn't lure business. They were blaming first-of-the-year bills and income taxes.

The Salt River Project reported a successful heat pump promotion in cooperation with 31 area dealers in a campaign scheduled to continue through May 15. Dealers are paying the first month's electric bill for heat pump customers.

### BUSINESS BRIEFS

● Last week Whirlpool got down to brass tacks—brass retail tacks. It seems like meetings on the Whirlpool gas refrigerator have gone on forever. But the company has started on the last batch. In Chicago, over 500 utility and appliance dealer salesmen got the full factory treatment on the three-unit gas box line. And they heard Whirlpool predict a 1,000-per-day production schedule by 1963. How much does the company have invested in the deal? \$20 million.

● Here's an add to your list of appliances to come: Tappan is developing a dishwasher, which will be made in the company's Mansfield plant. Production date is indefinite. But reports say it will be sometime in 1961.

● There's been still another bill introduced in Congress to require disclosure of finance charges on installment sales. But this one has a new twist. Introduced by Rep. James C. Oliver (D-Me.), the bill would allow a consumer to sue for \$1,000 or double the amount of the finance charge if a seller conceals from him the total finance charge.

## Sunday Closing: Same Old Fight But with Two New Developments

In Michigan, an appliance dealers' group and the Roman Catholic Church are working to set aside May as Sunday Closing Month.

In Washington, the U. S. Supreme Court last week agreed to take a look at state Sunday closing laws in Maryland, Massachusetts and Pennsylvania. The basic issues involved in all three states are these: Are the state laws so vague as to be unconstitutional? Do they violate the federal constitution's guarantee of religious freedom? The answers should be forthcoming during the court's next term.

There is no state blue law in Michigan. "Too much politics" was involved in trying to get one, complained Joe Coccia, head of the Sunday closing committee of the Michigan Appliance Dealers Assn. So the group has joined hands with the Third Order of St. Francis in a move to arouse the public not to shop on Sunday.

MADA's bill to make Sunday closing state-wide died in a committee room in Lansing. There were no specifics as to why, Coccia said.

But there's speculation that one reason was pressure from upstate merchants, who depend heavily on tourist trade and who want to stay open Sundays.

One senator on the committee that killed the bill told Coccia he would set up a committee on the matter for the next session of the legislature. But in the schedule of committees recently published, none is listed.

**MADA's answer:** "Awaken the public." It's the best way to squash Sunday openings—not just by appliance dealers, but by other retailers as well, said Coccia.

So MADA joined forces with the Roman Catholic order, which is setting aside May as Observe the Sabbath Month. Both groups are circulating poster and car bumper stickers, in an all-out push.

No other church organizations have offered to join the campaign so far. But it's reported an unnamed Protestant group is interested.

Dealers in Detroit generally felt that six days a week provided enough business for them to survive comfortably.

### THIS WEEK'S COLOR TV

**MONDAY (All Times E.D.T.)**

6:30 A.M. (NBC) Continental Classroom (Monday-Friday)

11 A.M. (NBC) The Price Is Right (Monday-Friday)

12:30 P.M. (NBC) It Could Be You (Monday-Friday)

9:30 P.M. (NBC) Hall of Fame

**TUESDAY**

8:30 P.M. (NBC) Startime

9:30 P.M. (NBC) Arthur Murray

**WEDNESDAY**

8:30 P.M. (NBC) The Price Is Right

9 P.M. (NBC) Perry Como

**THURSDAY**

9:30 P.M. (NBC) Tenn. Ernie Ford

**FRIDAY**

8:30 P.M. (NBC) Art Carney

9:30 P.M. (NBC) Masquerade Party

**SATURDAY**

10 A.M. (NBC) Howdy Doody

10:30 A.M. (NBC) Ruff & Reddy

7:30 P.M. (NBC) Bonanza

**SUNDAY**

8 P.M. (NBC) Music on Ice

9 P.M. (NBC) Dinah Shore



## WORLD APPLIANCE NEWS

- From the Netherlands, an electric heater which can cool.
- Red Chinese bring automation to the kitchen with electricity.
- Quota system feared for exports by Japanese companies.

**AMSTERDAM** (McGraw-Hill World News)—A Dutch manufacturer has produced an electric heater that converts to an air conditioner. The heater, put out by Philips Incandescent Lamp Works, has a three-phase regulating system. The air cooler, which can be turned in any direction, works in two phases. Here are some specifics: weight, 4.3 kilograms; dimensions, 31x27x14 centimeters; voltage, either 110 or 220.

**BONN**—Red China, generally believed to have unlimited as well as cheap human labor resources, has gone in for automation in a place where you'd least expect it: The kitchen. Radio Free Europe here reports that restaurants and public dining halls in many Chinese cities have been equipped with electric dishwashers, rice-steaming machines and even machines for preparing and cooking meat dumplings and steamed bread. And in Tientsin, North China's leading industrial city, a number of cooks have been "relieved from kitchen work" because of the machines.

**LONDON**—There's been a boom in installment plan buying in the Soviet Union. In the last six months Muscovites have bought 60,000 record players and radios, 38,000 watches and clocks and 7,000 electric sewing machines—all on credit—according to a report over Moscow radio. More than 100 Moscow stores are selling goods on credit and there's more and more merchandise available all the time, the report said.

**MOSCOW**—Soviet industry fulfilled its gross output plan for the first quarter of this year by 104%. Output rose by 11% over the first quarter of 1959. But some products fell short of their targets. Among them were refrigerators and electric motors with capacities over 100 kilowatts. Some production figures: 976,000 radio sets and 381,000 TV sets.

**TOKYO**—Japanese transistor radio manufacturers are afraid a quota system is in the offing. Their reason: MITI's delay in approving the reduction of export floor prices from \$14 to \$11. The price reduction, which was scheduled to go into effect April 1, was not authorized until April 11. As a result of MITI's delay, orders placed in anticipation of the reduced prices were canceled and prospective buyers were disappointed.

MITI explained the delay as "a matter of procedural routine." But some MITI quarters have been advocating a quota system along with the reduction. Observers said the go-ahead on the reduction was a conditional one, and MITI might impose a quota system if and when the new floor price was violated.

The government fears that exporting more than 50,000 sets a month may bring United States import curbs.



EM WEEK'S Ted Weber, left, accepts the award from ABP President, P. D. Allen.

## EM Week Wins Top Award for Editorial Achievement

"Special Report on Wash n' Wear" took a first in the Jesse H. Neal awards—the "Pulitzer Prizes" of business publishing

In the picture above, Ted Weber Jr., managing editor, receives the bronze and wood first-place plaque from Philip D. Allen, Associated Business Publications (ABP) chairman of the board and president of MacLean-Hunter Publishing Corp. Awards were presented at a lavish luncheon in the Biltmore Hotel, New York.

This was the sixth year of the Jesse H. Neal judging. Neal was the first president of ABP.

Entries were divided into three circulation classifications for both 17 merchandising and non-merchandising publications.

EM Week's competition was stiff: All ABP merchandising publications with circulations over 30,000.

But our thorough report on wash and wear principles and practicals was judged the one which "contributed the most to the field served."

Four editors had a finger in the wash and wear pie. Special bouquets go to James J. Cassidy, associate editor, who spent six weeks

researching and writing the lead piece.

Cassidy not only collected reams of printed material on the subject and conducted door-to-door housewife interviews on problems. He sat for days in his laundry room with a stopwatch and a bag full of dirty clothes—timing, timing, timing.

The results of his labors are artfully displayed in a chart "How to Machine Launder Wash and Wear." Credit for the presentation goes to Barbara Ellwood, art director, who also designed layouts for the entire report.

Editor Laurence Wray and Managing Editor Ted Weber Jr. lent their years of experience and know-how to building and shaping the wash and wear project until it was published May, 1959.

You may have seen it either in the monthly magazine or in a reprint. Or, you may have been one of the dealers who ordered a blown-up version of the chart.

But if you haven't seen either, there are reprints available. Twenty-five cents for the eight-page report. A dollar for the chart. Write: Wash and Wear, Electrical Merchandising Week, 330 West 42nd St., New York 36, N. Y.

## Whirlpool Aims at Coin-op Sales

Armed with two new products and a recently organized commercial laundry and drycleaner equipment division, Whirlpool last week went hunting for a bigger slice of the lucrative—and fast-growing—coin-op business.

The products are a coin-operated drycleaning machine—the first to be introduced by a major appliance maker—and a 15-pound washer-extractor.

The commercial laundry and drycleaner division will operate under Whirlpool's special products division which was organized last January to develop and market prod-

ucts outside the company's regular major home appliance line.

According to a company statement, the new division will have "overall responsibility for the manufacture, distribution, promotion and selling" of the company's commercial laundry equipment.

Distribution is a key word, since Prosperity, Inc. has been handling all distribution of Whirlpool commercial equipment up to now.

The drycleaner now is undergoing field tests and should go into production soon. The price tag will be about \$2,000—compared to nearly \$6,000 for the only coin-operated drycleaner now on the market.

## Here's a New Load Builder

Commercial electric cooking now accounts for 8.8% of the total commercial market—and it's just beginning to move

Just ten years ago, the total commercial cooking load was only about a million kilowatts. In 1954, it had jumped to 4.4 million. And by the end of last year, it had hit 9.5 million. Figures are from "Electrical World," a McGraw-Hill publication.

That's a gain of 116% from 1955 to 1959. Compare it with the growth in total commercial load—39%—and you can see how important commercial cooking has become for utilities.

What brought about the increase? It's hard to pin down one or even the major factors behind the rise of commercial electric cooking. National figures aren't available.

But there are figures to show where utilities are today—thanks to Hotpoint. The division of General Electric Co. conducted a two-year survey of 72 key utilities, which are active in selling, promoting and servicing commercial cooking.

The Hotpoint data can't be taken as gospel for the whole U. S. because the food service establishments studied account for only about 32% of the total market. But when you translate figures into percentages, and project them into the whole market, you can at least get an idea of the trends—where commercial cooking has been and where it might go.

All-electric kitchens are the big load builders in commercial cooking. And the survey found about 10.8% of all food service outlets were all-electric; 53.1% were partially electric.

Added load per surveyed utility averaged out to 6,333 kilowatts, quite a nice jump from 1957's average of 5,665 kilowatts.

Earnings from commercial cooking reflected growth too. Average earnings per kilowatt for the surveyed utilities: \$23.75 in 1959, compared with \$23.40 in 1954.

New construction brought utilities the biggest portion of their commercial cooking loads, about 67.6%. And, breaking down the market, restaurants accounted for the biggest part, 46.7%. Schools were next with 19%.

What are utilities doing to build up their commercial cooking loads? For one, they were hiring commercial cooking specialists as salesmen, the study showed. Southern California Edison had 16 full-time specialists. Detroit Edison had 13.

Training was a big part of any one of the utilities' commercial cooking success.

Hard-hitting advertising and promotional campaigns were another way utilities wooed customers. While many of them ran year-round programs, most favored spring as the time to speak. Forty-three of the surveyed companies did their own promotions, 31 adapted manufacturers' pushes and 13 tied in with equipment manufacturers. Of course, there was some overlapping. But on the whole, the campaigns were successful.



## Japan Shows Electronic Wonders

JAPANESE LOOKED TO THE FUTURE at the fourth Industrial Trade Fair in Osaka. Color TV was shown by a half-dozen manufacturers. Transistor radios appeared under a dozen new brand names. There were four-track stereo and midget tape recorders. Above is a combination stereo (a speaker on wall) record player (three speeds) and tape recorder of the Nishikura Tape Recorder Co., Ltd., which can record and play simultaneously and can over-record voice while recording tape. Below a visitor looks at the latest in stereo-phonograph-radio combinations offered by Sanyo. The four-track stereo displayed came from Sony. Aimed at the U. S., it is priced at about \$140 in Japanese market.



## San Diego Show Clicks Without Any Entertainment

Nearly 185,000 visited the annual Spring Fair of Modern Home Ideas of the Bureau of Home Appliances of San Diego County

They found no famous dance bands, no singers or dancing girls, no comedians featured to entice the multitudes out to the Electric Building in Balboa Park. Only a periodic offering of electrical products as door prizes gave the fair any resemblance to the professionally sponsored, admission-price home shows.

"We gave up using professional entertainment at either the spring or fall shows about 10 years ago," bureau secretary-manager J. Clark Chamberlain told EM Week during a pre-show tour of the displays of more than 100 exhibitors. "We found that there are enough exciting products and new electrical and gas ideas each year to enable us to build spectaculars that will draw big crowds. And that way we get people who are sincerely interested in improving their homes—the people who are potential customers for the goods our exhibitors display. Business in this area always shows an upswing during and after either of the shows. If we relied on professional entertainment we would get thousands of people who might have no interest beyond the amusement they get from the stage show."

Highly publicized drawing card for the six-day show was the Garden of the Flaming Fountain. In a

sheltered area just outside the show building, 14 manufacturers cooperated in building an all-gas patio.

It included a heated Paddock Swimming pool, covered lounging areas, shrubbed landscaping, lighting from gas-fired torches and heating from overhead gas infrared heaters. The feature was a flaming fountain. Built of volcanic rock, the base of the fountain was piped with gas that burned steadily in eerie patterns reflecting in the shallow pool. At intervals, water jetted high into the air followed by six-foot-high gas flames.

An electrical counterpart was the electrical contractor's division's display of outdoor lighting. Cycle-controlled fountains coupled with changing patterns of colored spotlights—with the whole unit contained in a package 18 inches in diameter—showed that home owners could have fountains simulating those at world fairs.

Within the appliance displays was a group of model kitchens. A far cry from the portable display kitchens manufacturers ship from show to show, these were custom built to show varieties of styles, materials, cabinetry, as well as the use of appliances. One exhibitor went to the extent of having full tile floor, walls and counters installed just for the six days of the show.

Getting special emphasis in the booths of appliance-TV exhibitors were new models of air conditioners, 23-in. TV, new dishwashers and disposers, overshadowing the normal attention to refrigeration.

## Sears Summer Sales Book Brings Cut in Appliances, TV, Mowers

These price cuts were sizeable and air conditioner prices are advertised as "\$40 to \$90 below 1959 models." The 314-page book also introduced a 13.4-cubic-foot "frostless" freezer for \$259.95—the first time, Sears adds, it has sold such a unit for under \$300.

There were similar price cuts in the giant firm's winter sales book, issued last January. Here are some examples from the summer catalog:

- A seven-cycle washer cut from \$244.95 to \$208 and a matching dryer down from \$174.95 to \$154. The price of both units together—a sort of much-modified "two-fer" deal—is \$424.90 in the book.
- A 36-inch gas range down from \$299.95 to \$249.95 and a 36-inch

automatic electric range cut from \$374.95 to \$324.95.

- A 17-inch portable TV cut from \$149.95 to \$129.95.

- A transistor clock-radio down from \$54.95 to \$34.95—percentage-wise, the biggest cut of all.

Price cuts on power mowers range from \$27 off on a \$325, 24-inch, 4½-hp battery-started job to \$10 off on a \$104.50, two-speed, 22-inch mower.

In air conditioners, Sears is offering an 11,000 Btu unit with humidity control for \$259.95 and an 8,500 Btu unit with heat pump for \$239.95. There's also a budget-priced unit—8,000 Btu—for \$169.95.

All sale prices remain in effect until Aug. 15.

## No Fair Trade Law This Year

The House Rules Committee has, in effect, killed one bill for this session. And lawmakers are ignoring another one.

The proposed Fair Trade Bill, with some new amendments, failed to make it past the conservative rules group. New language, designed to woo reluctant Southern Congressmen who feared the measure would endanger "states' rights," was unsuccessful.

The Madden Quality Stabilization Bill, which would permit a manufacturer to revoke the right of a retailer to use his trademark if the retailer sold below an established price, apparently doesn't have a prayer on Capitol Hill. One reason: There's little lobby pressure pushing the measure, supported by the Quality Brands Associates of America, Inc., a new group headed by John W. Anderson, long-time Fair Trade backer.





*You are also invited* ...to view the wedding procession on Friday afternoon,  
May 6, over your NBC station. We hope you enjoyed the television presentation,  
on April 24, showing the early life of the Princess and the pre-wedding events.

*Brought to you and all America by Frigidaire Division, General Motors Corporation*

Specific times may vary by stations, so consult your local newspaper for exact time in your community.

OLIVE P. GATELY *says*



## 'Mr. Dealer: You Can't Get Along Without Women'

Women can get along without appliances, but appliances can't get along without women. So it's up to smart appliance retailers to "court" them as they'd court the girl of their choice. If she doesn't say "yes" the first time, try, try again.

Money is rarely the leading argu-

ment—for all women love a "bargain." Attention and devotion to her likes and dislikes, convincing concern about what she needs and doesn't need, is what wins the day.

Remember the old formula for success? Not how many people can I sell today, but how many people

can I help today. That's specially potent with women!

**The little woman means business!** The late Sam Vining of Westinghouse, one of the greatest pitchmen who ever lit a spark under a sale, used to describe the way a range was sold. It went about like this:

Mary Jones decides she wants a new stove. She brings up the subject some night after she's gotten friend husband all mellow and pleasant by feeding him a good dinner, getting out his slippers, settling him before the TV. "You know, Bill" she says, "we need a new stove. That old one of ours is pretty bad. The oven's gone blooey, I can't bake in it any more . . . the top burners wiggle . . ." and so on.

Bill comes back with, "Gee, Mary, you turn out some elegant meals

on that stove. There isn't a woman we know who's as good a cook as you are . . ." and so on.

A few evenings later Bill is again comfortably ensconced in his chair reading the news. Mary brings over a magazine with the page open to an ad of a beautiful new range. "Isn't this a wonderful range, Bill" she says in her sweetest tone. "Look at this . . . and that . . ." pointing out all the features. Bill wiggles around a bit, clears his throat and says they can't afford a new stove.

Again Mary, being a very smart girl, drops the subject. Don't press . . . is a fundamental rule when women really mean business.

A week or two later some old friends come to dinner. Then Mary really moves in. "Oh Jane" says she "look at this cake. Isn't it a fright? Looks like the leaning tower of Pisa! I can't bake anything in that old oven of mine any more. We're going to get a new stove . . . aren't we Bill?" And Bill just nods his head in assent. What else could the poor man do? Besides, when the whole thing was brought up in the beginning, he knew they were going to get a new range.

**COMMENT:** Never underestimate a woman's patience when she's after something she really wants. Sam had it too. He told this tale a lot of times to a lot of embryo salesmen.

**The wagging tongue department.** A young bride living in one of the "newlywed haven" apartment houses in St. Louis writes:

"It's bad enough when a washer breaks down in a private home and there's a wait for parts to repair it. But it's a thousand times worse when that washer happens to be located in an apartment house like mine where there's a diaper detail almost every other door. The roar of complaints sounds like the Anvil Chorus.

"If I were a manufacturer of washing equipment in buildings like mine, I'd run, not walk, with the spare part at any hour of the day or night, seven days a week. I'd set up an emergency spare parts and repair service that would put the fire department to shame for speed. I'd have those machines back in working order quick as lightning—if I never did another thing.

"As it is now . . . there isn't a gal among us who'll buy that brand, when we buy machines of our own. Nor will any of our friends. We've had it!"

**Old idea . . . new twist.** Stage a fashion show and demonstration right on your sales floor. It's easier than you think, especially if you tie up with a local shop.

You can slant the show toward laundry equipment with wash and wear; sewing machines and steam irons with last minute fashion.

For a new twist, consider staging a fashion show for women with less than perfect figures—modeled by the same.

**ABOUT THE AUTHOR—Olive P. Gately** is uniquely qualified to talk to dealers on behalf of women everywhere. A native of Boston, she has lived and worked in Cleveland, San Francisco, Dallas and New York. She is widely known as an advertising, marketing and sales promotion consultant specializing in the "home" fields. She has worked for Macy's, Sanger Bros., and Jordan Marsh as well as for a number of leading advertising agencies on appliance and utility accounts.

23rd in a series of weekly Gibson messages to all appliance dealers

# BIG MARKETS NEED "THINK BIG" PROMOTIONS

## LIKE GIBSON'S HAWAIIAN JET HOLIDAY SWEEPSTAKES

New York is different? Sure it is, and so is Charlevoix, Michigan. Gibson promotions click in both.

Example: Gibson's Hawaiian Jet Holiday Sweepstakes, 2nd phase, draw entries from 47 states, continues to build sales-traffic for thousands of participating Dealers, produced winners in Charlevoix, Michigan, Midwest City, Oklahoma, Dayton, Ohio, Inez, Kentucky, and . . . New York City!

Formula: Take a Gibson retail-directed promotion, put it in the hands of an outstanding independent Distributor like Bill Leck of Speed Queen Atlantic, add a promotion-minded Dealer like Best Housekeeping—and even tough old New York sits up and takes notice.

You can make 'em sit up in your market too when you promote Gibson's Hawaiian Jet Holiday Sweepstakes. 50 all-expense Pan Am Jet trips for consumers, plus a free trip for you if you register a *winner*. Get the complete sales package from your Gibson Distributor.

If you want *action*, New York or Charlevoix style, get going with Gibson's Hawaiian Jet Holiday Sweepstakes!



New York winners, Mr. and Mrs. Charles Cinquemani receive their Pan Am Jet tickets at special award luau from Bernie Haimowitz of Best Housekeeping Co., Inc., Gibson Dealer and Bill Leck, Speed Queen Atlantic, Gibson Distributor.

WANT TO HEAD FOR HAWAII BY JET IN '60?

**get going...get**

# Gibson

Gibson Refrigerator Company, Greenville, Michigan, a Division of HUPP Corporation



# G-E Stars in 'A Day at the Opera'

Since utility-man Sam Insull built it 30 years ago, Chicago's Civic Opera House has been the home of everything from grand opera to wide-screen movies. Last week, it was General Electric which took over the cavernous hall for its 68th annual meeting—only the second time the giant firm has met outside New York State.

Nearly 3,000 stockholders eased into their plush seats to elect 18 directors, hear the annual report from President Robert Paxton and nibble at a picnic-style box lunch.

At the meeting, and at the press conference which preceded it, G-E officials beamed proudly but revealed few solid facts. Reporters, for instance, asked Chairman Ralph Cordiner if G-E's consumer goods inventory was higher than a year ago. Cordiner replied:

"The inventories of all appliance manufacturers are higher than normal, but the same is true of automobiles and most durable goods." The question also drew a reply from President Paxton, who said: "Inventories are never right. They're always too high or too low."

Did that mean, asked another reporter, that G-E might have to dump?

"The appliance industry is not in trouble," Cordiner shot back. "Neither G-E nor Hotpoint have any plans to liquidate inventories. We're just going to have to be more aggressive in the market place."

Cordiner conceded G-E would fur-

lough 800 to 900 Louisville plant workers on May 13. And while he wouldn't say how much of a production cutback was involved, he did offer some reasons for it.

"Maybe we were a little overzealous in the first four months of this year in replenishing our inventory," he explained. "Also, dealers and distributors indicated there would be more volume than materialized. Put it this way. Because of the steel strike, our inventories were low. After the strike we tried to build them up again and now we're reverting to normal."

He ducked most specific questions about first-quarter sales ("I've always had a theory it gives comfort to your competitors when you tell them what you're doing"), and wouldn't predict whether consumer goods prices would be increased ("You have to remember that prices on all consumer goods are up only 3 to 4% over the last six or seven years").

Hotpoint's first-quarter position also got only a brief mention at the press conference. "We never reveal division statistics," Cordiner said, pitching the question to Division General Manager Bill Wichman. "We're doing slightly better than the industry," answered Wichman.

Cordiner visualized a fairly good 1960 and blamed the slow start mainly on poor weather. "I can't see anything that would bring a violent downswing unless the people lose confidence," he predicted.

"It will stay good through 1960, but we'll all have to work for it."

The meeting itself brought more glimpses of the future, this time from Paxton in his annual report. He saw heightened economic competition between nations as well as between companies, "a competition that will place a premium on the ability to develop new products and processes. Only this kind of innovation will enable the nation to meet increasing competition from Europe and Japan."

Speaking more directly of foreign competition, Paxton pointed out another—and brighter—side to the stickler. "If foreign producers are enlarging their shares of the market . . . they are also becoming more affluent and providing richer markets."

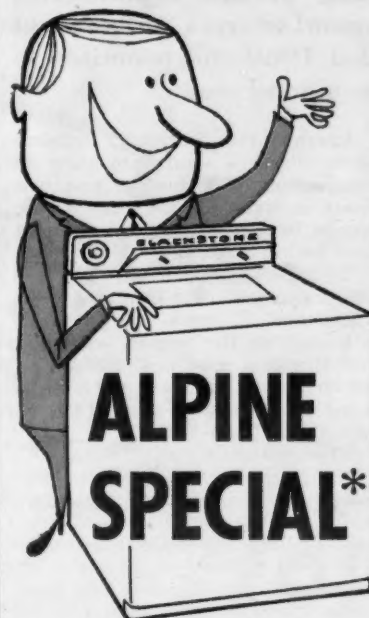
He saw a bright future for appliance dealers, with the average American household having \$7,900 to spend annually by 1970. But he warned, "a trip abroad, a vacation cottage, an all-electric kitchen—all compete for the same dollars."

Winding up the meeting Cordiner summed up General Electric's 1959 annual and 1960 first-quarter reports.

"In the first quarter of this year, the company's sales billed amounted to \$957 million," he said, "off 2% from the . . . first quarter of 1959."

Orders received during the first quarter, he continued, were up 9% over the first quarter of 1959. And, as earlier reported, 1959 sales totaled \$4.3 billion, with earnings up to a new high of \$3.19 a share.

**I'M GOIN'  
GREAT GUNS  
with  
Blackstone's**



\*A brand-new 2-cycle automatic that earns extra trip points for Blackstone's trip contest. A deluxe model at budget price . . . easy to sell. Get details from Blackstone Corp., Allen St., Jamestown, N. Y.

# NEW! 6-TUBE

## FM Radio that sells for only \$29<sup>95</sup>

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Wrap-around  
cabinet gives  
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**Arvin**  
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# Appliance-TV Inventories May Be High—But...

CONTINUED FROM PAGE 1

1

**Although business was running behind expectations, manufacturers pointed out that 1960 still promised to be a good year**

Around the industry, officials were taking a temperate view of the Soaring 60's, but no one was about to write off the year or the decade because the first quarter of 1960 hadn't sizzled.

"I think some people got the 1960's and just 1960 confused," one official said. "I think that when we look back on the decade, we'll find that it was a good one. But let us not forget that there are 120 months in the decade and we've only passed through the first three."

Others struck a similar note.

"We have every reason to believe that the normal seasonal upturn in business will materialize," said Herman F. Lehman, general manager of Frigidaire, "but we are watching the market very closely. The next two or three weeks should give us an indication of the level of business this coming summer and an idea of the impact of new appliance products we introduced during the past 30 days."

Terming 1960 no "boom year," Motorola was still looking for a 6½-million-unit TV year, 10½ million in radios and three million in stereo. Admiral Corp. reported a 33% sales increase in TV, and distributor-to-dealer sales of portables were up 57% over March, 1959.

At Westinghouse, John W. Craig, vice president and general manager of the major appliance division, was still willing to stick by the original industry forecast for 1960—a 5% gain in sales over 1959.

"Provided they carry through the fourth quarter," Craig explained, "present sales levels will achieve this. It was in the fourth quarter of last year that industry sales dipped sharply."

Optimism was running high at Whirlpool Corp., too.

"With the economy now on a more solid base than in the past two years," explained Jack D. Sparks, vice president in charge of sales, "we see no reason why 1960 should not be a good year."

And while he pointed out that Whirlpool never said 1960 would be a "boom year," Sparks still expects his company sales to be 15-18% ahead when the year is over.

"If business is going to be as good as 1959," one official pointed out, "—that ain't bad."

2

**Lower sales than anticipated and higher inventories have led to layoffs. Still, sales were ahead of 1959 and the selling seasons are ahead**

Although Westinghouse (400), General Electric Co. (800 to 900) and Maytag (275) have laid off workers and cut back production, the situation still wasn't as bad as it may have sounded.

Inventory remained the big problem because sales, while up, weren't up enough to clear the decks which had been loaded down in anticipation of a flying start in 1960.

Still, the picture had a bright side. Factory inventory at Whirlpool was up 15% over a year ago, but Jack D. Sparks, vice president in charge of sales, still foresaw a continuation of stepped-up production schedules for appliances, particularly for the company's new dishwasher.

And Motorola was certainly planning no layoffs or cutbacks.

"This is the time we begin to swing into action," a company spokesman said.

At Kelvinator, which laid off 450 employees several weeks ago, inventory was still "slightly on the high side for this time of year." But the company was anticipating no further layoffs and when heavier laundry appliances production gets rolling (possibly in June), employment may even increase.

TV inventories at Admiral are no problem. The factory is out of some models, backordered in many and has a problem in getting them out.

In appliances, however, the factory's inventory is about the same as last year's and distributor inventory is lower.

Admiral has already "adjusted" production schedules, which means the company is not building items

it has in quantity and is trying to keep the working force going on such items as air conditioning.

3

**A nationwide EM Week survey of dealers produced a mixed bag. There were a few extremes and yet no clearly discernible middle ground**

For most, the first quarter of 1960 wasn't exactly ripping. But while disappointment was prevalent, it hinged to a great extent on expectations. Those who expected to start the Soaring 60's with a tremendous rush were more keenly disappointed than more conservative dealers.

Again, there was no clear pattern on inventory. Although Miami business was slow, dealers and distributors reported appliance and TV inventories "normal," and retailers with heavier inventory weren't concerned.

But in New Orleans, inventories were running on an average of 10% higher than last year at this time, with refrigerators leading the list. And in Atlanta, some inventories were running 20 to 50% above normal.

Even after a warehouse sale, Frank Hodges, of Hodges Appliance

Co. in Atlanta, reported he was 29% high in both white goods and TV.

"It's going to be a real bad year," Hodges said, "unless it gets an awful lot better in a big hurry."

But the first spring weather of the year in Buffalo, N. Y., brought a nice upturn in sales and dealers and distributors there were smiling after a first quarter that ran from "rough" to "30% ahead of last year."

In Los Angeles, it all depended on whom you talked to. Inventory reports ranged from down 20% to normal to up 15%. In general, distributors seemed to feel that inventories were generally lighter than 1959's.

And floor plan payments? There was just as much variety. In Atlanta, free floor planning was flowing like loose grits, but in Dallas the plans weren't creating any problems. Floor plan payments were being extended elsewhere, too.

Dealers were split on the possibility of an upcoming price increase. Some frankly foresaw it; others said, in effect, "baloney." If there was any common ground, Gerry FitzGerald, Kelvinator's Midwest regional manager, put his finger on it when he pointed out that the problem goes back to last January and December when "we sold and dealers bought too optimistically."

4

**The imponderable now is the future price of steel. Some foresee an increase, but mainly industry is just waiting and watching the developments**

Even the steel industry is confused. Order switching and hand-to-mouth buying by big steel users have thoroughly scrambled forecasts. Currently, the market is dull.

What will it mean to the appliance business? Officials at Motorola expect a steel price increase before the end of the year, but they don't believe this would effect their prices to any appreciable amount.

The amount of steel that goes into a television set, for example, is quite small and so a few pennies more per pound wouldn't force a price increase.

Admiral pretty well reflects the industry attitude on a change in steel prices: "We'll cross that bridge when we come to it."

"There isn't any fat to trim to absorb the increase," pointed out an Admiral official. "But prices are set by competitive factors, not the cost of materials."

Although many in the industry would regard any rise in steel prices with dismay, one dealer plucked some hope from the situation.

His point was that people buy on the rise. So, when an increase in the price of steel is announced, people will trot off to the appliance store to beat any increases which might be passed along.

No one was looking for a price decrease, although there appeared to be a slight chance that buyers might get a break on the warehouse price.

## This Is What They Said

"Like all the hopefuls, I'm hoping."—Moe Claver, General Utilities & Furniture Co., Berwyn, Ill.

"I expect business in the coming three months to be three or four times better than in the past three months."—A. M. Reynolds, H. Boedeker & Sons, Dallas.

"If steel goes any higher, I'll just have to go out of business."—Elton Schackman, Schackman Appliance Co., Dallas.

"1929 is around the corner."—Eagle Cole, Colecity, Inc., Miami.

"There's business here. You just have to dig harder."—Phil Llorens, Good Housekeeping Stores, Miami.

"I believe 1960 will be one of our best years."—Gerry Lipscomb, Lipscomb's Appliances, New Orleans.

"The appliance business will be down from 10 to 15% across the board this year."—Bob Shelley, Bob Shelley's, Atlanta.

"Sales for 1960 will about equal those for 1959."—Bill Richter, Hotpoint Appliances, Detroit.

"I don't expect much price increase even if steel goes up."—Kenneth Ross, Westinghouse Electric Supply Co., Boston.

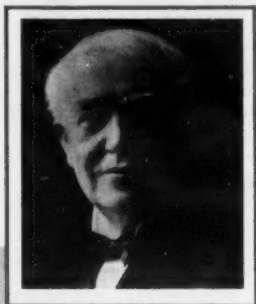
"People have money but prices are so high that there is a lot of resistance."—Jules Fleischer, Commonwealth Builders Supply, Inc., Boston.

"The manufacturers aren't going to increase prices. They need sales."—Warren Glaubert, Southside Furniture, Buffalo, N. Y.

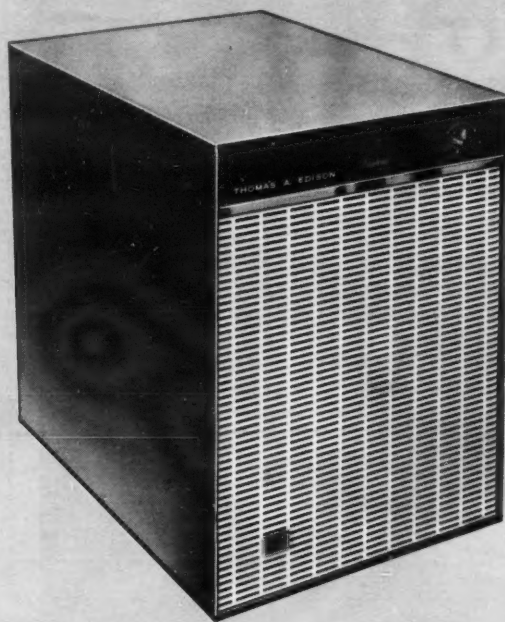
"The public seems interested in buying."—Jack Lynch, Commercial Automotive Appliances, Seattle, Wash.



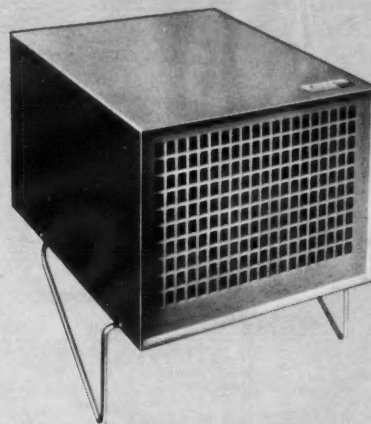
# All New... With The Finest Name In Electricity And Fully Competitive Prices!



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matic humidistat, easy-rolling  
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leader lets you meet competition profitably...  
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**YOU HAVE TWO BIG ADVANTAGES** in the rapidly growing market for dehumidifiers with *Thomas A. Edison*.

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Mail the coupon today for full details of the most valuable new appliance franchise available today.

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McGraw-Edison Company, Albion, Michigan

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## 'Parents' Magazine' Will Test New Household Appliances . . .

. . . in this brand spanking "Home-making Center."

Results of the tests won't be used for brand comparisons. "That's not our purpose here," explained Maxine Livingston, home editor.

"We want to find out what problems the homemaker might run into. Then we can help her with them."

The setup is ideal for pinpointing household snafus. It's not a sterile laboratory with rows and rows of counters and wide-open aisles. It's more like the kitchens and laundries in most houses, with limited floor- and workspace. "That's the

way we wanted it," Mrs. Livingston said.

Of course, the center differs from most houses in one respect: It's fully equipped to handle all kinds of appliances.

In the kitchen, for instance, there are both electric and gas ranges and refrigerators, range hoods, exhaust fans, dishwashers, portable electric appliances and housewares.

The laundry sports electric and gas dryers, automatic and non-automatic washers, electric and gas combos, hand irons and ironers.

How do the editors choose which brands will go in the center? By looking for innovations, Mrs. Livingston said. "If a manufacturer comes out with something new," she explained, "we're interested."

"And we change the models around every six months," she added.

**How can the center help the dealer?** Easy. What better way to personalize a pitch than to spice it with time-, step- and work-saving hints?

**You're pitching a dishwasher,** for example. No doubt your prospect has heard the product story from a utility promotion, or in a magazine, or on TV. But you can still tell her something—and win her over to your store and your brand.

Explain the best way to load the dishwasher when you have different sizes of china, glasses and bowls. Or the best way to position pans and skillets. That's the kind of information your prospect will want

## Blackstone's ALPINE SPECIALS



## WHAT'S MAKING THEM THE HOTTEST PAIR IN THE BUSINESS?

A deluxe matching pair at a promotional price—that's what. And how they are moving. The washer is deluxe, completely automatic; has two cycles—regular and delicate—and four temperature water control. It has a new underwater lint filter and measuring detergent dispenser. The matching dryer

has three way temperature control and operates on the most advanced drying principle in the industry. Both units are available with either stainless steel or baked white enamel tops. And the prices . . . just above the lowest priced promotional models!

Here's a chance to move merchandise with the features that buyers want and at the price they will pay . . . yet with a full mark up for you.

### AND BLACKSTONE'S GOT THE PROMOTION TO GO WITH IT



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includes banners, pennants, feature cards



**NEWSPAPER ADVERTISING**



**FREE PROMOTION KIT**  
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**TELEVISION**  
as featured on Beat the Clock and The Price is Right

This year . . .

**Blackstone's GOT IT!**  
America's Oldest Washer Manufacturer . . . Since 1874



LOADING DISHWASHER in the center's colorful kitchen is Betty Wadsworth, associate family home editor.

to hear. And the kind that'll make her think in terms of owning one herself.

Or, say you're talking freezers. The same technique applies here. Tell your prospect about the various kinds of containers for freezing foods, which ones will work best for her problems. Before you know it, you'll have her thinking in terms of owning the box. And then you'll have yourself a sale.

Those are just a couple of ways you can use the information that "Parents' Magazine" will be publishing in its "Better Homemaking" pages. Keep an eye out for the down-to-earth, practical hints that are forthcoming from this sparkling "Better Homemaking Center."



## TV GUIDE 1st QUARTER REPORT

CIRCULATION ROSE ABOVE 7½ MILLION, by far the largest total any weekly magazine has ever reached. Number of regional editions increased to 56, further enhancing and refining the unparalleled flexibility of this magazine and the service it provides at the local level.

ADVERTISING REVENUE WENT UP 33% over first quarter 1959. TV GUIDE continues to pile gain upon gain as more and more advertisers discover the tremendous influence of this magazine on millions of minds--and pocketbooks.

TV GUIDE'S ADVERTISERS include some of the most successful names in American marketing--names like Plymouth, Valiant, Coca-Cola, Baker's Coconut, Nabisco, Swanson, Sanka, Noxzema, Log Cabin, Dinner-Redy, Oldsmobile.

There is in this magazine a record of wholesome growth and the promise of continuing that growth. And, it goes without saying, good advertising works best in such a climate.

BEST-SELLING WEEKLY MAGAZINE IN AMERICA



## LETTER to the EDITOR

### 'I Was Misquoted'

EDITOR, EM WEEK:

Last week at the Southern Hardware Convention, I was contacted by, I believe, your Mr. Rubin, who talked about doing an article on lawn mower marketing . . . and, on page 7 of the April 18 issue, I was misquoted.

Your quote states: "The lawn mower has moved out of the hardware store," explained Robert Wilson, Acco general manager."

This is a completely erroneous statement, and since I head up two divisions, I would like to have a retraction printed. I did state that approximately 30% or more of the lawn mower sales had separated itself from the hardware dealer be-

cause of manufacturers' distributing policies.

We manufacture a famous line of lawn mowers . . . Pennsylvania brand for the hardware trade, and have instituted the Acco brand for the appliance trade. I shall appreciate this retraction and explanation.

**M. R. WILSON, GENERAL MANAGER, PENNSYLVANIA POWER MOWER DIV., ACCO EXETER, PENNSYLVANIA**

We're happy to set the record straight for Mr. Wilson. Although we do not feel we misquoted him, it is always possible that there could have been some misunderstanding in a telephone interview.

EM Week welcomes expressions of

### G-E Expands to Make 'Out-Dated' TV Tubes

The rising demand for replacement picture tubes in the Northeast led the company to broaden its manufacturing and warehousing operations in Syracuse to make old-sized tubes.

They will be sold in the large metropolitan areas around such cities as New York, Boston and Philadelphia which contain a great number of 5- to 15-year-old television sets.

Up to now, facilities at Syracuse were devoted exclusively to making picture tubes for new sets.

opinions from its readers for publication, subject, of course, to final editing and approval by editors.

**ELECTRICAL  
MERCHANDISING WEEK**

VOLUME 92

NUMBER 18

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**ELECTRICAL MERCHANDISING WEEK** is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder, Publication Office, 871 North Franklin St., Chicago, Ill. See panel below for directions regarding subscription or change of address.

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**New High Torque Motor for Better Blending**—510-watt powerful and efficient motor is a major reason for superior Waring performance.

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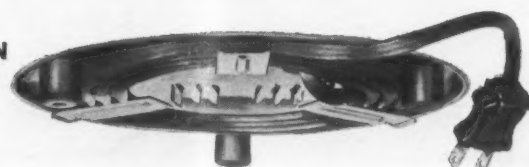
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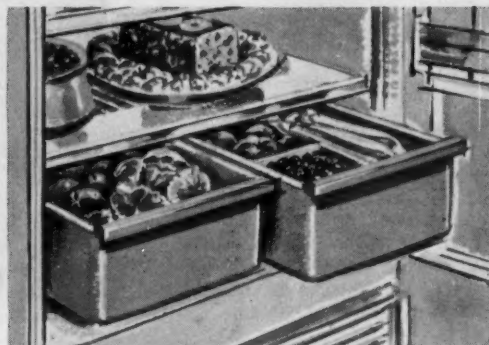
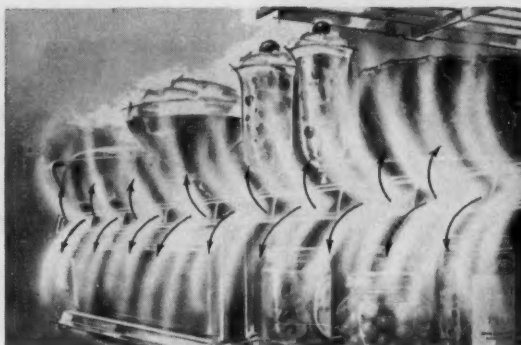


## FROST NEVER FORMS...CHILLS 3 TIMES FASTER...CRISPERS RETAIN HUMIDITY

No troublesome frost ever forms in the freezer or refrigerator. No more frost-covered packages to pry loose, no frost-packed shelves or interior walls. No more messy defrosting.

New Jet-Cold\* Shelf quick-chills beverages and food up to 3 times faster, without freezing. Cold-air ducts inside shelf chill food three ways . . . by conduction, radiation and convection.

Humidity-retaining seal helps keep vegetables and fruit crisp and fresh. Hold a bushel. Rust-proof porcelain enamel finish cleans quickly and easily. Drawers glide out smoothly.



AND THE NEW RCA WHIRLPOOL REFRIGERATOR-FREEZER HAS

# IceMagic

...the imitated but unequaled exclusive  
that automatically replaces every cube used!

With IceMagic® the ice cubes are always ready for instant use. No bothersome trays . . . no filling, spilling or prying loose. IceMagic not only makes and stores over 100 cubes in the portable bin, but automatically replaces every one used. It even "dries" the cubes before dropping them into the bin, to prevent sticking together. Added to all the other powerful features in this great line, IceMagic is becoming a stronger sales-clincher for RCA WHIRLPOOL refrigerator-freezers every day. Take advantage of all it offers!

*Join up! . . . it's easier to sell RCA WHIRLPOOL  
than sell against it!*

\*Tmk.

Your family will love our family of home appliances

**RCA Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



## Second Choice

The New York Coliseum won't be the second choice if the summer housewares show is moved from Atlantic City, according to Dolph Zapfel (standing in picture at right), executive secretary of the National Housewares Assn.

Speaking to the Florida Housewares Club in Miami, Zapfel indicated Chicago in 1961 will be the site of the industry's two yearly events. Inadequate physical facilities elsewhere, including convention and exhibition plants at Miami Beach, were the reasons for the NHMA turndown, said Zapfel.

The Florida club will hold its third yearly trade show in conjunction with the sixth annual Florida Furniture Mart at the Miami Beach Exhibition Hall, Aug. 17-20.



## An Invitation...

...to dealers to share in a billion dollars in refrigerator-freezer sales in 1960 was issued as part of the NEMA refrigerator-freezer package. The idea was to urge utility executives to work with dealers by stressing power load-building potentials and the importance of sales opportunities.

**Opportunities?** NEMA material reminded dealers that the new combination unit makes any refrigerator more than five years old obsolete. And that means dealers should be able to tap a replacement market of 45 million refrigerators.

**Theme of the promotion:** An electric refrigerator-freezer is a super-market in your kitchen.

## ASSOCIATION NEWS

**Eighteen product divisions** of the Gas Appliance Manufacturer Assn. elected division officers and executive committees during the annual meeting. Newly elected chairmen:

**Direction heating equipment:** Walter G. Ullman, Siegler Heater Co.; gas boiler: Lauren E. Seeley, H. B. Smith Co. Inc.; gas clothes dryer: E. A. Nash, Norge Sales Corp.; gas conversion burner: R. I. Warnecke, Roberts-Gordon Appliance Corp.; gas furnace: Gordon Rieley, Lennox Industries; gas incinerator: Robert Dollar, Majestic Co. Inc.

**Gas refrigerator:** George E. Stevens, Whirlpool Corp.; gas unit heater and duct furnace: Clarence D. Scott, Sterlairco, Inc.; gas vent and chimney: J. R. Allen, Transite Pipe Division of Johns-Manville Sales Corp.; gas wall and floor furnace: Stanley F. Skafte, Utility Appliance Corp.

**Gas water heater:** D. W. Proulx, Rheem Manufacturing Co.; heavy duty forced air heater: M. Everett Barnard, Carrier Corp.; relief valve: Nils W. Swanson, McDonnell and Miller, Inc.; automatic controls: Fred E. Weldon, General Controls Co.; domestic gas range: A. B. Ritzenthaler, Tappan Co.

**Clinton A. Scheder**, merchandise manager of Ed Schuster, Milwaukee, has been elected chairman of the Home Furnishings group of the National Retail Merchants Assn. Newly elected vice chairman: Lawrence Monroe, merchandise manager of Kresge-Newark, Newark.

**Walter O. Stanton**, president of Pickering and Co., has been named vice president of the Institute of High Fidelity Manufacturers. He fills the vacancy created when Raymond V. Pepe of James B. Lansing Sound resigned to take over as president of IHFM. Pepe has named Arthur Gasman of British Industries Corp. chairman of IHFM's promotion committee.

**L. C. Williams**, public utilities director at High Point, N. C., was elected chairman of the Municipal Electrical Supervisors of North Carolina. Steering committee for the newly organized group: Williams, Richard N. Hines, utilities director for Edenton, N. C., and L. P. Bloxam, utilities director for Greenville, N. C.

**The American Institute of Electrical Engineers** will sponsor a farm electrification conference in Omaha, Neb., May 10-12. Theme of the conference: The challenge of electric farming.

**The Home Ventilating Institute** has appointed Arthur J. Tuscany Jr. executive secretary. He will administer the institute's certification labeling program, which awards the institute label to products measuring up to performance standards.

**The National Assn. of Coin Laundry Equipment Operators** is ready to expand its membership. Under the new plan, which NACLEO's Board of Directors just adopted, there will be four classes of members: general, associate, organization and allied. Operators of coin laundry stores, routes or combinations with fewer than a thousand pieces of equipment in operation are eligible to apply for associate membership; over that amount, general.

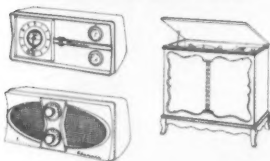
ALL OLYMPIC TV

# HAND WIRED

for the  
industry's  
brightest  
profit picture!



Olympic Radio and Hi-Fi  
HAND WIRED TOO!



POINT-OF-SALE  
MERCHANTS HELP YOU SELL!

SELL HAND WIRING IN ALL OLYMPIC  
PORTABLES • TABLE SETS • CONSOLES • COMBOS

- 10 out of 10 Olympic dealers tell us—hand wiring sells Olympic's TV line and keeps it sold, at a profit!
- A recent trade survey shows hand wiring to be the feature most-wanted by dealers from coast to coast!
- Dependability sells sets! Quality sells sets! That's why hand wiring and power transformers have been continuing features in Olympic TV models at every price.
- For 25 years Olympic has known what good dealers know: Built-in quality means sure profits!
- See your Olympic distributor for the industry's most successful pricing-merchandising formula!

# OLYMPIC

DIVISION OF THE SIEGLER CORPORATION

OUR SILVER  
ANNIVERSARY...  
YOUR BIG  
PROFIT YEAR!

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING • GOOD HOUSEKEEPING • EBONY • N. Y. TIMES MAGAZINE • "THIS WEEK" SUPPLEMENT  
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo Hi-Fi • Radios • Phonographs





EXTERIOR of Granco Products, Inc.



PHILLIP BOVE, CONTROLLER of Granco Products, Inc.

A NATIONAL SYSTEM gave this firm new accounting efficiency.

"Our *National* Accounting System  
saves us \$3,800 a year...  
returns 129% annually on our investment."

—Granco Products Inc., Long Island City, N.Y.

"Our National Accounting System has given us a new high in operational efficiency," writes Phillip Bove, Controller of Granco's Products Inc.

"Compared to our National System, our previous accounting method was inefficient and unable to supply us with the up-to-date information we require to do business most profitably. However, our modern National System now provides us with complete information on all phases of our business and keeps records posted to-date. It supplies us with pertinent data about our various departments such as shipping, costs, sales, and advertising. In addition, our

National System provides such information as sales by dollar value and units sold—a great time- and work-saving for our salesmen. We obtain all this with a speed and accuracy which we did not believe possible.

"Furthermore, our National Accounting System saves us \$3800 a year... returns 129% annually on our investment. Yes, we wholeheartedly recommend it."

*Phillip Bove*

Controller of Granco Products Inc.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

Your electrical business, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)



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**National\***

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

NCR PAPER (NO CARBON REQUIRED)

Most appliance dealers are skeptical about shopping centers, shun them if possible

**Zemel's has made money on its shopping center store from the day it opened**

Many dealers would like to drop their service operations

**Zemel's feels service is the key to increased sales**

Most dealers think their costs are under control

**Zemel's knows its costs down to the last nickel**

Most dealers would be satisfied with a six-time inventory turn

**Zemel's gets up to 11 turns on some items**

Many dealers don't pay themselves an adequate salary for running their business

**Zemel's co-owners pay themselves a salary, compensate their salesmen well, and still . . .**

By JOHN A. RICHARDS

## THEY'RE MAKING MONEY

Just how much business is booming is a secret which Al Perlman and Sherman Jacobson prefer to keep to themselves.

But what they've done in the past three years provides a good clue to just how good their business has been. Up until that time, Zemel Bros. had operated stores in Bridgeport and New Haven under the management of Louis Zemel. Three years ago Perlman and Jacobson bought out the Bridgeport store. Six months later they opened a shopping center satellite in Bridgeport. And within the past six months they purchased the two New Haven stores of the original Zemel Bros. chain.

In the process they've paid off their Bridgeport store and hope to own the New Haven outlets outright within two years. And they're netting better than 3% on sales. Here's how they do it:

**Zemel's pricing policy makes a profit.** The store's basic policy is to work on 30% over cost. And cost includes freight from the distributor, trucking and warehousing expense, delivery, service and sales expense, and a pro-rata figure for rent. The only deviation on this formula is upward, where policed lines offer bigger margins.

"My operating costs run between 26.5 and 27.2%," says Perlman. "They're as tight as I can get them. I can't see how a dealer can exist and still be a sound dealer without these levels."

Salesmen are liberally compensated to make this pricing policy stick. Seven men man the Bridgeport anchor store. One man runs the shopping center store. Each outlet uses part-time help. Full-time men are paid a base salary of \$40 a week. Each is assigned a specific department to maintain—to tag merchandise, uncrate it and be responsible top to bottom. This breaks down into a man each for white goods, table radios, TV and stereo, and parts. On top of base salary, salesmen receive a commission that works out 4 to 5%, month by month. Up to \$10,000 a month volume a salesman gets

3%. Over \$10,000 it's 4%. On merchandise sold higher than the basic 30% over cost, salesmen receive 25% incentive compensation.

"Everyone wants to make a decent living," insists Perlman, "and they'll work for it, given the chance. We tried profit-sharing and threw it out within two months. I believe my liberal commission system is better."

**Zemel's considers service vital to its business.**

"The survival and growth of the independent dealer in today's market," Perlman says, "hinges on one, buying the best merchandise, and two, backing it up with service."

Central service has cut into the thinking of many dealers. Helpless in the face of rising service costs and dwindling profits, many dealers feel they are better off out of service. Perlman views the matter in a different light.

His aim is to retain service (and therefore contact with the customer) but to make it as profitable as possible. He does it with five servicemen, two in TV, three in white goods.

**On TV service,** any calls before noon are usually taken care of the same day. Up to noon the men are handling bench work. Charges in TV run a flat \$5 for a color TV or B&W call. Bench work runs \$19.50, plus parts, and includes pickup and delivery. Such jobs have a 90-day Zemel guarantee. Perlman feels TV service can be profitable because his road men carry enough tubes and parts to be able to average over a dozen calls a day. And they're complete, no callbacks.

**On white goods, the picture is a little different.** In-warranty service, including parts, is included in the sale. Out-of-warranty, Zemel's steps its charge up to \$5.75. Despite this, Perlman figures his man-and-truck costs per call run to \$7.50.

"We price ourselves higher in out-of-warranty service than any other place in Bridge-

port," says Perlman. "The reason is I feel that TV service work of any kind can be profitable. But out-of-warranty white goods service cannot be profitable as far as we're concerned. So if you're losing money on every call, you keep such calls to a minimum so that you don't lose so much money. It's as simple as that."

He bases this theory on a critical check of service. A white goods diagnosis call, for instance, costs a customer \$5.75. Then a new part must be ordered. On arrival, the shipping and handling costs have climbed another \$5. The second home call to install costs another \$5.75. Before you know it, the customer charge runs close to \$15. If a dealer tried to absorb some of this to maintain goodwill, he'd create his own millstone.

"On the other hand," says Perlman, "the customer resists this kind of charge. It doesn't create a climate conducive to sales."

Perlman has kept a close tally of white goods out-of-warranty parts. For example, his monthly costs run to about \$1,700 in Bridgeport. Collections on customer-charged calls come to only \$1,300. He has experimented at narrowing the gap between the two figures, but thus far has not succeeded in plugging it.

Unlike many dealers, he's tough about collections. Service at Zemel's is strictly C.O.D. Not 90%, not 50%, not 95%, but 100%. It not only eliminates deadbeats but saves on bookkeeping.

Within the last month or so, Zemel's has installed two-way radio in five service trucks and one delivery van operating out of Bridgeport. Receiving and sending units will be in the anchor store and the shopping center satellite. Perlman estimates it will cost him about \$1,000.

**Zemel's is sold on the tightly run shopping center store.** The Brookside unit, in the north end of the city, was a big gamble two and one-half years ago.

Like many other dealers, Zemel's at that time faced the prospect of local competitors, or





At Zemel's, Control is the key in returning a better than 3% profit

**CONTROL OVER FLOOR SPACE** results in massed displays like this. Only a minimum amount of space in each store is set aside for office use.



**CONTROL OVER ADVERTISING** enables Perlman to manage big space advertising in widely circulated Bridgeport paper and still hold ad budget to 4%.

## THEIR OWN WAY

those moving up from New York or down from Hartford, grabbing off a shopping center location. Basically Bridgeport accounted for 175,000 shoppers; Fairfield and Stratford, 100,000. Perlman felt he had to reach out for the suburban shopper, who resisted traffic congestion and the inconvenience of downtown.

Applying the strict control yardsticks he used for downtown, he spelled out his nut. Rent would come to \$500 a month for two years, jump to \$575 thereafter. He took a five year lease on 2,700 square feet. A comparable downtown store would cost \$750 per month. Fixtures, including a desk and very little more, cost \$1,500. He figured this investment would be spread over five years. He figured for one man at \$7,000 and a part-time man at \$4,000. Book-keeping, delivery, warehousing, advertising and merchandising would be done from the anchor store downtown. To further reduce variables, he leased a 14-foot delivery van, for use in both stores. When he finished his computations, Perlman figured if he did \$6,500 worth of business per month at 30% over cost he could break even. That was counting about \$150 per month for light, heat, phones and other minor expenses.

"The store was a success from the start," says Perlman. "It's never been in the red, has turned a good profit, and we're delighted with it."

First of all, he maintains, it's an excellent showplace. There's \$40,000 of selective inventory on display at all times, all in prime selling space. The office is a desk, deep in one corner.

Second, it accounts for almost 38% of total volume, anchor and shopping center. Perlman admits he anticipated it would account for only 20 to 25%. He also admits that he feared in-town business might slide. For about eight months there was a dip downtown. But downtown has exceeded previous figures, is showing normal growth, while at the same time the shopping center store continues to grow.

"Now we've extended our market," says Perl-

man delightedly. "Sales to customers in Milford, Danbury, Bethel, Monroe, Stepney and occasionally to New Milford have risen perceptibly. We're tapping a new market previously untapped by most Bridgeport dealers. And it will expand as we grow."

**Zemel's practices total integration** in operating the two stores. Take advertising, for example. The firm uses the "Bridgeport Post & Telegram" for both stores. Sunday, Wednesday and Friday ads total one and one-half pages per week. The newspaper is read as far away as Danbury and Milford.

"This means we can budget 4% for advertising and have it cover both stores," says Perlman. "If the second store fell outside the anchor store advertising umbrella, we'd have to add an extra 4% for that. Maybe that would change the picture completely."

Just as advertising is a joint expenditure, so is warehousing. Two blocks from the downtown unit is a 6,000-square-foot warehouse to house bulk purchases. The same carload buys, which the two stores make possible, are routed from a central location, with warehousing costs kept to a minimum.

"Some dealers treat the second store as a stepbrother," says Perlman. "This is a mistake."

After 30 months in the shopping center, Zemel's has discovered that there have been no more than a dozen credit rejections. It is one big reason the firm loves the suburban unit. Merchandise buys tend to the high end, average \$325 to downtown's \$275. But downtown attracts a cross-section of the population with moderate income groups liberally sprinkled among the customers.

"You've got to pull from them all," says Perlman, "and keep expanding your market. And if you draw your business tight as a drum, set your operating levels, then hit your market with all the merchandising know-how at your command, you can't help but profit and grow."



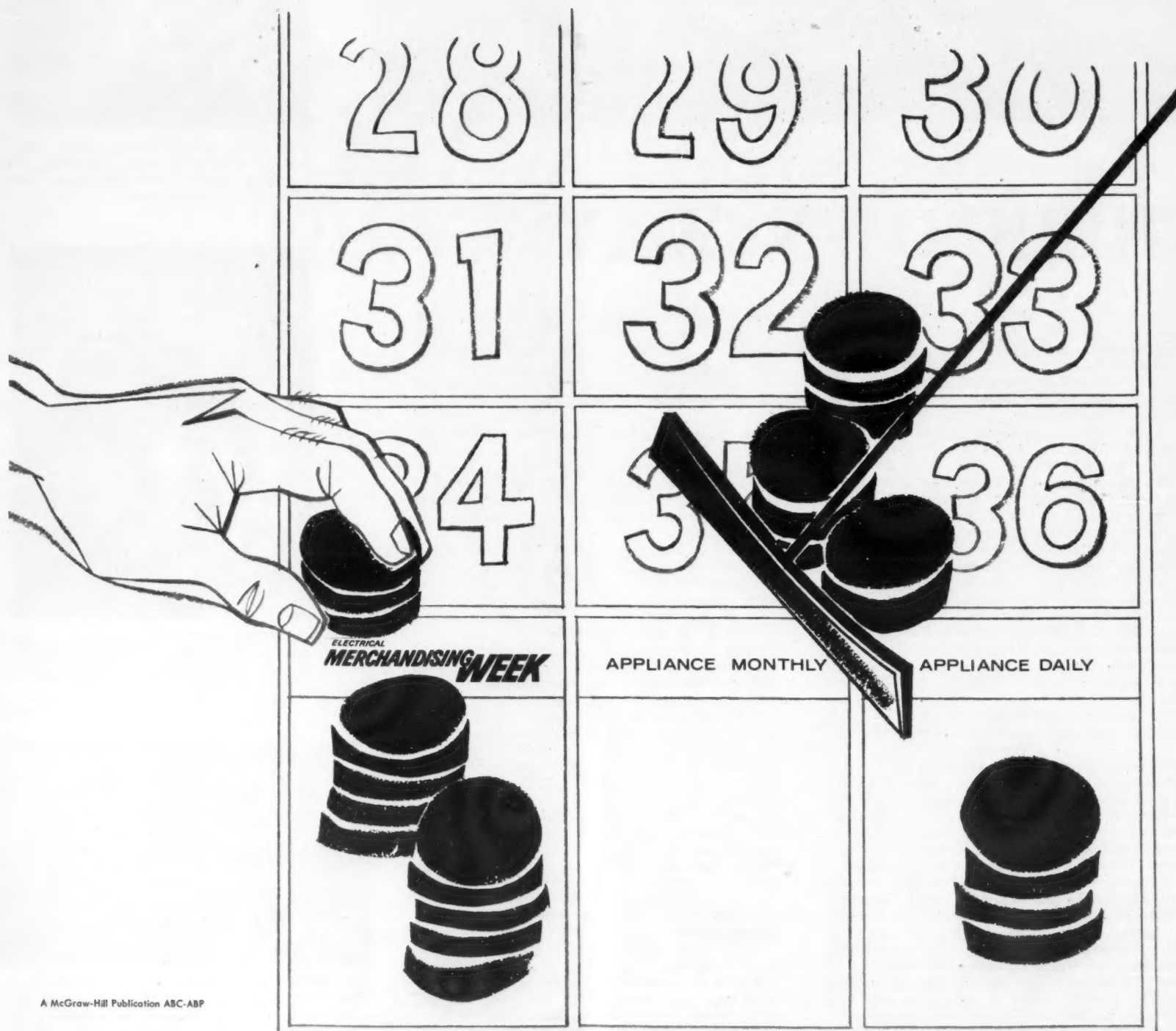
**CONTROL OVER SERVICE** is expedited by this rack for dispatching technicians and by two-way radio between both Bridgeport stores and trucks.



**CONTROL OVER MARKET** was achieved by opening shopping center store which gives Zemel's wider exposure and expands potential market.

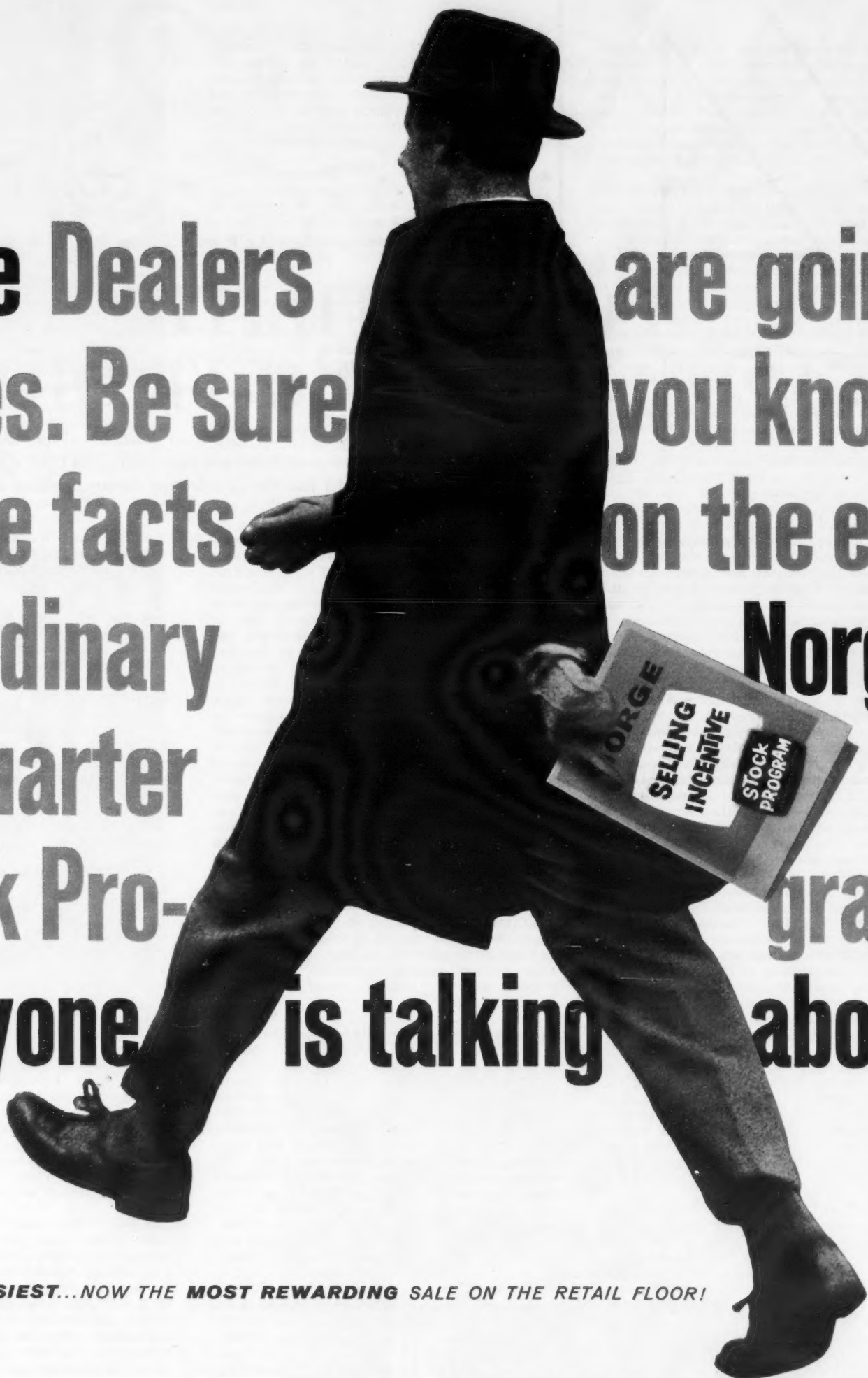
They're betting 9.4% more on you. Advertisers in this fast-moving business know a good thing when they see one. And you (*plus 40,000 other EM Week readers*) are the bright spot in their sales forecasts. They're fussing over you, more and more every Monday, in the pages of your own EM Week. How much more? Matter of fact, 9.4% more in just the first nine 1960 issues of bright, new EM Week. 9.4% more advertising pages to woo and win you...and they're so right. You're the right group. No doubt about that. And now, more than ever, EM Week is the right way to reach you. Because (*as more and more people are realizing*) every Monday the Pros read

# **ELECTRICAL MERCHANDISING WEEK**





**Norge Dealers** are going  
**places. Be sure** you know  
**all the facts** on the ex-  
**traordinary** **Norge**  
**2<sup>nd</sup> Quarter**  
**Stock Pro-**gram  
**everyone** is talking about



ALWAYS THE **EASIEST**...NOW THE **MOST REWARDING** SALE ON THE RETAIL FLOOR!



NORGE SALES CORP., division of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. In Canada: Moffats, Ltd., Weston, Ontario. Export Sales: Borg-Warner International, Chicago 3, Illinois.



Everyone's winning in Los Angeles' "Battle of the Fuels" as

## FOUR UTILITIES SLUG IT OUT

Home buyers never had it so good. Dealers will have it better. And even the utilities are prospering as they stage the nation's hottest fight for the spark and flame business.

"We're in a spraying battle with a skunk!" a Los Angeles utility executive commented to EM Week as he described his utility's strategy in the nation's biggest, hottest battle of the fuels. His sentiment was evident in both armed camps.

In this center of the nation's second meg-alopolis, four utilities are expending every possible effort, every bit of influence they can exert, and every dollar they can spare to get the fuel they distribute into each new group of homes. In addition they're seeking increased load per home by encouraging and aiding home builders and the individual home remodeler to install built-in ranges, refrigerators, dryers, larger water heaters and automatic heat. By succeeding in both efforts they are making new and remodeled homes in the Los Angeles area showplaces for appliances and modern living.

**Battling it out are:** on one side, those two strange bedfellows, the Los Angeles city-owned Department of Water and Power and the private utility, the Southern California Edison Co.; on the other are the siblings, Southern California Gas Co. and Southern Counties Gas Co., divisions of Pacific Lighting. It's the Medallion Home and Full Housepower opposed to the Twin-Flame, Blue Flame, Great Builders Series. On the battleground the contest represents the efforts of hundreds of men and women backed by millions of dollars each year.

**The prize is great.** Some of the richest rewards in the fuel business are at stake. During the decade just opening, these four utilities will have a chance at 5,000,000 new consumers of fuel—each day the population in their service areas is increasing by 740 people (net, after deaths), and 440 of these new consumers are "immigrants."

**The weapons are loaded.** These utilities are not fighting the battle with wooden swords or cap pistols. The gas companies have a 1960 joint advertising budget of \$1,150,000, up 15% from 1959. And that doesn't count the money allocated to sales and sales promotion other than advertising. The City of Los Angeles gave its Department of Water and Power \$2,118,244 as a sales promotion budget in 1958-59 and increased the amount to \$2,527,655 for the 1959-60 fiscal year. To promote Medallion Homes in its 21,000-sq.-mi. territory on the periphery of

the City of Los Angeles, Southern California Edison is spending \$1,000,000-plus for advertising alone.

**Who's winning?** Everyone—but particularly the consumer. Caught between the firing lines in this battle of the fuels, the consumer takes his choice—but either way he takes more than the average consumer anywhere else in the nation. He can get one of the 1,350 Medallion Homes in Conejo Valley for \$14,950-up, and the home will have in addition to "full housepower" a built-in range, dishwasher, disposer, dryer and automatic heat. Or he can go for gas, getting for \$12,900-up a home with built-in gas range with rotisserie, 40-50 gal. water heater, automatic gas-fired heat, plus electric dishwasher and disposer. Families can move into these homes for \$395 down payment (Medallion Home), \$350 down (gas equipped)—less than the installed price of either the electric or gas built-in range and water heater. Obviously, those are the "low end," often are "leaders," but they're available. In the \$16,500-\$21,000 class, being built and sold by the many thousands there each year, such full use of electric and gas is standard. A builder offering a new home without built-in range, dishwasher and disposer would be laughed out of the real estate association.

**The utilities prosper in this battle.** The Edison Co. again in 1959 led all the nation's utilities in awards of Gold Medallion homes, increasing by 331% the record it set in 1953. The Department of Water and Power awarded 1,000 Medallions to home builders in a three-month period of 1959, as many as it issued during the whole of 1958. Success for the gas companies has come in getting housing developments equipped with built-in ranges and water heaters as standard equipment instead of custom features as in the past. In a recent real estate section of the "Times," 15 tract home builders of the 29 advertising there featured built-in gas ranges and their homes as "gas equipped for lasting value."

**How's the dealer doing?** Only "fair to middlin'" is the best industry comment. It depends on where you look, and how far away you can see. These thousands of new homes are getting ranges, dishwashers, disposers and water heaters direct from the distributors or the manufacturers. The retailer doesn't have a look-see at

the tract home business and mighty few have been able to crack the custom home building market. The dealer's only consolation is the upgraded replacement market being created by the utilities' pressure on home builders to develop fully equipped electric or gas homes. The dealer will have no trouble selling built-in ranges, dishwashers, disposers and dryers to these homes—there will not be the inadequate wiring hurdle that he has faced so many times in the past.

Dealers already are doing a good percentage of their volume replacing appliances in the homes built during the boom years of 1946-50. And, reports show, remodeling in the Los Angeles metropolitan area is upgraded—with more sales to the dealers—because of the influence the new, fully equipped and highly publicized electric and gas homes have on the owners of older homes.

**A long war is anticipated** as these four utilities fight it out for the spark and flame business. The battle for the kitchen range business which dominated the campaigns during the '50's may be recorded as a mere skirmish in comparison to the activity in the '60's. Each fuel has a near monopoly on a valuable chunk of business. Distributors of the other fuels intend to cut into these monopolies. Here's the strategy that will step up the hot war in Southern California:

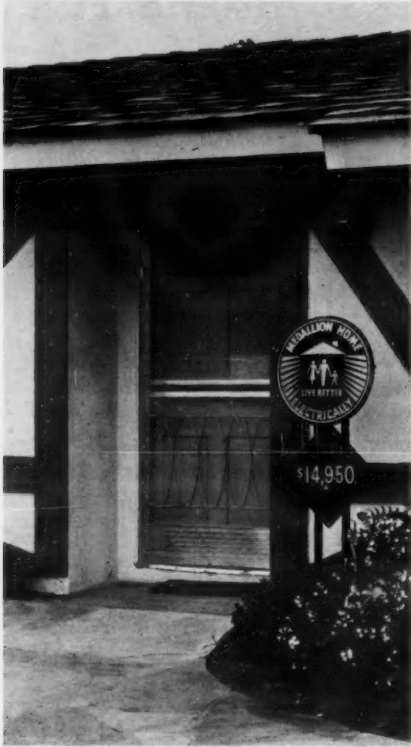
**The electric utilities want a much bigger proportion of the house heating business.** Until recently they lacked a competitively saleable package that would cut into this gas dominated field. Now they have the heat pump. More and more of the electric utilities promotions and sales efforts will be put behind this heating system. The gas companies will be put on the defensive, and in that position they have reputations as valiant warriors.

**The gas utilities want to cut into the household refrigeration and air conditioning business** which the electric companies dominate. Here again, until recently the gas purveyors lacked competitive weapons. Now, with a steady flow of gas refrigerators guaranteed, and a wider variety of gas air conditioning available, the utilities are ready to jump.

One thing is certain, however. Again in the '60's, the Southern California consumer will win.



## Here are the weapons being used in Los Angeles' "Battle of the Fuels"



**MEDALLION HOME PLAQUE** is focal point of promotional activity of the Southern California Edison Co. This house is one of 1,350 Medallion Homes in single development in Conejo Valley. As a result of its concentration, this utility leads nation in number of Medallion Homes. (Photo: Electricity in Building magazine)

**Southern California Edison Co.** fights the whole war on the Medallion Home front, budgets no sales promotion money for dealers. Concentrating on cooperation with builders, Edison increased residential energy sales 10% in 1959, led all utilities in number of Medallion Homes for the past two years.

**Edison's strongest weapon** in its battle with gas is cooperation with builders. For each home or apartment unit that warrants a Medallion Award, the utility gives \$50 to the builder for tie-in advertising. The bigger the tract, the more this money talks.

**Grass roots selling** spreads throughout Edison's 21,000-sq.-mi. territory. Fifty men working from 25 district offices offer a variety of selling services to prospective buyers, remodelers, builders and architects. In one area an Edison man works exclusively with developers of low-price tracts; in another area a man works only with custom planners of expensive homes.

**Home economists**—30 of them—serve the Medallion Home corps in two ways. They staff 14 elaborate "electric living centers" and demonstrate appliances in the field.

**Advertising and publicity** flow steadily from Edison's GHQ. One release a week goes to all newspaper real estate editors in the area. General releases go to several special trade papers. Paid ads range from full-color spreads in "home magazine" sections of Sunday newspapers to daily insertions in real estate pages.

**The Department of Water and Power** of the City of Los Angeles—perhaps the most promotionally minded municipal utility in the nation—spreads its \$2½ million sales promotion budget over all areas of residential load building, and, unlike the Edison Co., does not mass all its troops on the Medallion Home field.

**Manpower for Housepower** deploys 74 men and women in various areas of sales development. Fifteen men work with appliance dealers. Nine men devote full time to home modernizing through more use of electricity. Three specialists work with architects, 18 work with builders, 15 are assigned to line extensions and new business. Fourteen home economists concentrate on selling electric living to the homemaker.

**Medallion Home advertising** carries only the DW&P signature since city policy prevents the department from using funds for co-op ads. Nevertheless, the budget is almost equal to that of Edison Co.

**Wiring allowances** are the big guns pointed at builders. If a builder contracts to make Medallion Homes with air conditioning or heat pump, he gets a \$125 allowance for each house. For each regular Medallion Home the allowance is \$75. Bronze Medallions bring \$50 each to the builder, and the size of the tract or the saturation of Medallions doesn't matter.

**Builders get another service** besides billboard signs identifying Medallion tracts. The DW&P dispatches a special appliance demonstration truck staffed with home economists and a special crew that pulls power from the nearest pole to show neighborhood groups how to operate the newest appliances for best results.

**Rifled promotion** hits the spots where competition is tough. Four electric living centers are strategically located in Los Angeles. Heavy seasonal promotions, wiring allowances for dealers and special bulk rates sell more power.

**Two gas companies combine forces** to join battle with the electric utilities. Not content with more than 2 million customers, 98% of the water heater business, and 99% of home heating in Southern California, Southern California Gas Co. and Southern Counties Gas Co. (both supplied by their giant parent, Pacific Lighting) are out for a large share of the refrigeration and air conditioning market.

**To arm against Medallion Home forces**, the gas companies got together early in 1959 to create the "Great Builders Series." The gas campaign—a merchandising package available to all builders—backed by a \$1 million ad budget—broke in the metropolitan newspapers with 1,000 classified ads to pepper the public.

**Volleys of ads** hit all sectors of the market. Participating builders insert the "twin flame" insignia in their ads to identify tracts with the Great Builders Series. Seven-column newspaper ads feature drawings, descriptions, and a map showing the location of 12 "tour-tested," gas equipped homes.

**Campaigns for gas appliances** barrage the individual consumer. This year there will be two gas range promotions with demonstrations at dealers' stores, contests for dealers and their salesmen. A mid-winter campaign features free installation for home laundries.

**Inducements to builders** is the hand-to-hand combat in the battle of the fuels. The gas companies foot the bill for piping extensions to new tracts installing gas appliances.



**GAS ANSWER** to Medallion Home took the form of "Great Builders Series" promotion undertaken by both local gas utilities. Here, utility officials and a builder pose for publicity photograph identifying a home as one "built to exacting standards of the Great Builders Series."

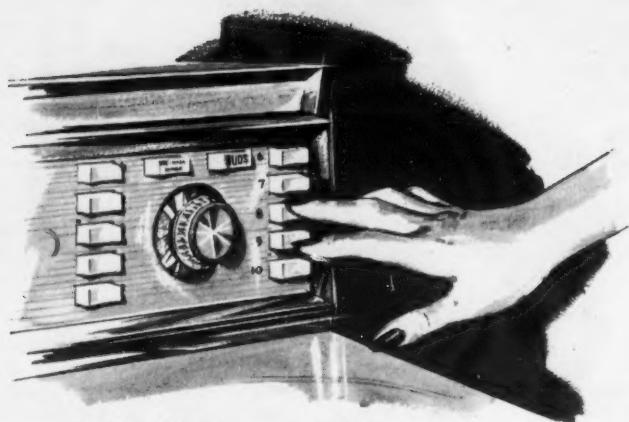
**GRASS ROOTS PROMOTION** of electric living is carried on by city-owned electric utility. At new home developments, home economists set up outdoor kitchen using the appliances which the builder has installed in that particular development.



RCA WHIRLPOOL FILTERS OUT LINT, BLENDS IN DETERGENT AUTOMATICALLY!

# MAGIC-MIX FILTER

...new standard on both low-end  
and top-of-the-line automatic washers!



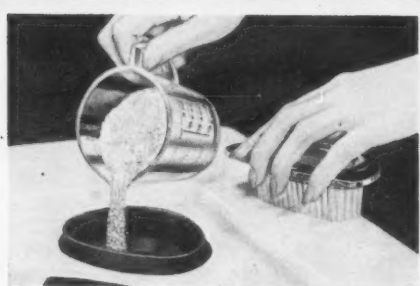
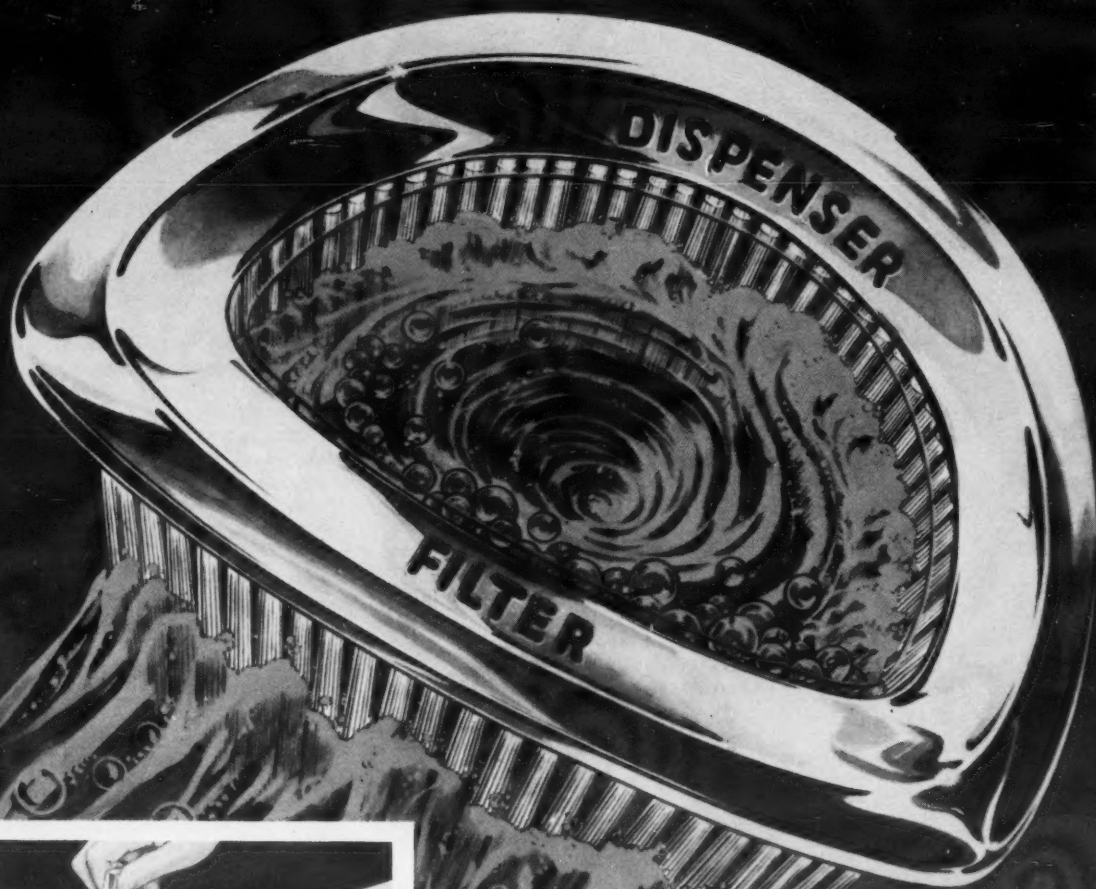
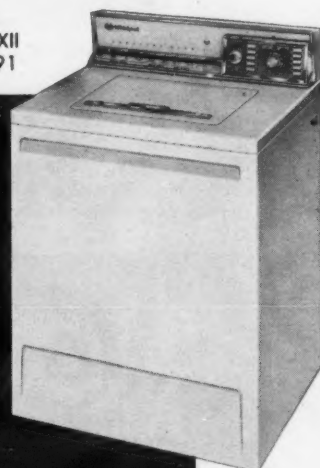
**Self-setting!** Press one fabric bar...  
and all action changes to suit the wash.

As water swirls through Magic-Mix\* Dispenser Filter, hundreds of Nylon filaments "comb" out and hold the lint and fuzz. But more than that! When poured into the filter well, detergent is automatically blended into wash water before it contacts clothes. Operation is equally efficient with either partial or capacity loads. Here's an exclusive feature that really does a selling job... and it's only one of many that make this top-rated line so much in demand today. Get all the facts from your RCA WHIRLPOOL distributor.

*Join up! ... it's easier to sell RCA WHIRLPOOL than sell against it!*

\*Tmk.

Imperial Mark XII  
model GA-91



Filter well doubles as  
automatic detergent dispenser.



Your family will love our family of home appliances

## Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan





# NEW PRODUCTS

## FEATURES THIS WEEK

Frigidaire eye-level range • Westinghouse cleaner  
Nesco rotisserie • Sylvania TV sets • Porta Cooler  
evaporative cooler • Black & Decker garden tools



### FRIGIDAIRE Eye-Level-Oven Ranges

Frigidaire announces the addition of a new type free-standing electric range line called "Flair" which includes 4 models and features a built-in look without built-in expense.

The ovens are located at "see-level" conveniently above-counter height, with glass, open circle filigree doors that are counterbalanced to swing out and up. An eye-level control panel and "putawayability" surface units are other outstanding features.

The glass oven doors swing out and up without extending over cooking surface so that there is always room for the tallest utensils on the cooking surface units. Both doors also release and tilt forward so that it is easy to clean the inner panel. Constructed of 2 panes of heat-tempered glass with filigree pattern in white between glasses and enclosed in chrome frame, the doors have a gem-like appearance.

Chrome oven interiors have removable shelf guides for easy cleaning; an optional rotisserie.

The cooking top is concealed when not in use and has 4 sealed, fast-heat-



ing surface units. To do surface cooking the user pulls top out like a drawer, rolling it out halfway exposing only two units if that is all desired, or pulling it out all the way for using the 4 burners. Cooking surface is 4 in. lower than 36-in. counter height. A latch releases units which are concealed by satin chrome hood. Installed between standard cabinets 36 in. high the hood fits flush with adjoining tops and fronts.

A full-width control panel located above ovens at eye level with a full-width fluorescent lamp that illuminates cooking top.

All come with or without base cabinets, which are \$49.95 for 30-in. and \$59.95 for 40-in.

Line has a Deluxe 30 (RCDB-630) and a Deluxe 40 (RCIB-645) and an Imperial 30 (RCIB-635) and an Imperial 40 (RCIB-645). The 40-in. models have double ovens. The 30-inchers, a single-width oven.

Prices, from \$399.95 for Deluxe 30 to \$599.95 for Imperial 40. Frigidaire Div. General Motors Corp., Dayton 1, Ohio.

### SYLVANIA Portable TV Set

A remote control version of Sylvania's 17-in. portable Duallette TV set is introduced by Sylvania Home Electronics Corp.

Just a touch of the button on the Sylvania wireless Magic Touch remote tuner turns the set on and off and changes channels also at the touch of a button.

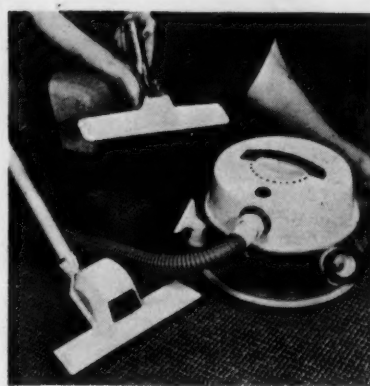
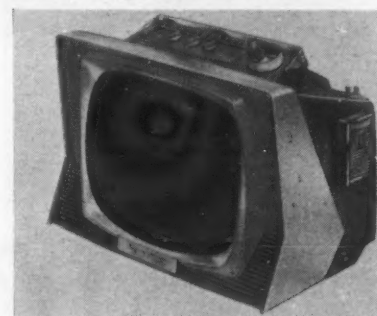
The Sylvania "favorite station selector" can be set to tune in only those stations in operation in the viewer's area. The control will automatically bypass inoperative channels.

Other features include an illuminated channel indicator to make channel reference easy; front mounted 3½-in. front speaker; picture-prompter; rotating antenna; and the Sylvania S-110 chassis.

The 2-tone all-plastic cabinet is fashion-finished front and back. It also has a color matched line cord and a carrying handle.

Available in a choice of beige and ivory, also in surf green and mist finishes.

Price, \$229.95. Sylvania Home Electronics Corp., Batavia, N. Y.



### WESTINGHOUSE Cleaner

"Spinjet" a canister-type cleaner with revolving air-drive brush for upright cleaner action is introduced by Westinghouse. User has 2 cleaners in 1:

upright action for rugs and carpets, canister for all-purpose cleaning.

Revolving brush attachment operates entirely on air power—needs no extra cords or wires.

Deluxe cleaning attachments clip onto the side of canister. They include a floor and rug tool, crevice tool, drapery nozzle; 2 extension tubes of lightweight aluminum and a flexible vinyl hose.

Canister houses a universal-type motor mounted on a mobile platform which rolls over door sills and scatter rugs; a plastic bumper protects furniture; cord stores neatly around it; large capacity disposable dust bag snaps in or out easily. Fingertip suction control permits user to increase or decrease suction. Green and white. Price, \$69.95. Westinghouse Electric Corp., Portable Appliance Div., Mansfield, O.

### NESCO "Gourmet" Rotisserie-Oven-Broiler

Nesco's "Gourmet" rotisserie-oven broils, grills or rotisseries; it also bakes and roasts.

Baking element (1450 w, 115 v, ac only) thermostatically controls choice of oven heats from 150 to 450 degs, with range-oven accuracy. Top unit for broil, grill or rotisserie has 1500 w rating.

Quiet, heavy-duty, motor-driven spit provides continuous, self-basting cooking; infrared broiling gives tastier, juicier meats in less time.

Special retaining well collects grease run-off during grilling. A fully automatic, fingertip control center, with pushbutton controls for roast-bake, broil-grill or rotisserie; select correct temperature; then set timer; signal light indicates that proper heat is being maintained. Unit is 11½

in. long, 12½ in. wide, 13¼ in. high. Price, \$89.95. Nesco Div., Knapp-Monarch Co., 3501 Bent Ave., St. Louis, Mo.



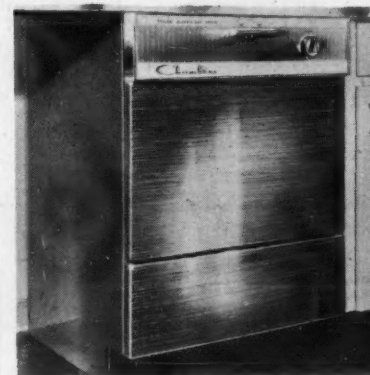
### CHAMBERS Dishwashers

Three new automatic dishwasher-dryers are announced as part of Chambers' 50th Anniversary "Gold Award" built-in line for 1960. All

have 12 place settings capacity and contain a "Swirl-A-Tray," adjustable in height, it revolves like a Lazy Susan for complete dishwashing.

Features include a choice of 2 full-wash cycles including a heavy cycle for heavy soil with additional rinses; a special "pot and pan soak" cycle and a short "pre-rinse" cycle to hold dishes for later full-load washing. Four separate rinses and a super-dry cycle give sanitized, clean wash.

A "For-Get-Me-Not" feature permits adding dishes without interrupting a cycle with no loss of hot water; Deluxe models have pushbutton selection of cycles. Finishes include Antique Copperluxe, silver satin chrome, and a decorator white which may be finished any color. Available in gravity drain or pump models. Chambers Built-ins Co., 2012 N. Harlem Ave., Chicago 35.



### SYLVANIA 19-In. TV Sets

Sylvania introduces industry's first 19-in. TV sets equipped with bonded shield, reflection-free picture tube.

The "Safety Screen 19-in." with the safety glass laminated permanently to the face of the picture tube offers safety and dust-free convenience. The reflection-free screen is prismatically etched to trap and diffuse light from outside sources, eliminating reflections.

The sets are slim, furniture-fashioned table models that can be converted to consolettes by adding matching legs and have side carrying handles for easy moving. They include Early American No. 19T01F in cherry grained; and Contemporary Nos. 19T01B and 19T01W in blonde oak or walnut grained.

Sets are equipped with Sylvania's



SYLVANIA EARLY AMERICAN NO. 19T01F

114-deg. deflection tube, monopole antenna, front-mounted speaker, top-tuning controls and avc.

Price, \$199.95. Sylvania Home Electronics Corp., Batavia, N. Y.

# New! World's first reflection-free TV

New Sylvania Squared 19"  
(measured diagonally)  
with satin-finish bonded shield

**Up to now** the biggest TV selling news of the year has been the squared screen. Now Sylvania brings it to you in the new 19-inch size,\* with a reflection-free picture!

Your customers will see the difference right away. Unlike ordinary TV, Sylvania Squared 19 is made with the glass safety shield *bonded* right to the face of the tube. The surface of this shatterproof shield has a fine "satin finish" that diffuses light—does away with reflections.

What's more, Sylvania Squared 19 with Bonded Shield offers all these other great improvements in picture quality:

**Brighter, easier-to-see picture.** There's no separate pane of glass to trap picture-dimming dust where your customer can't clean it.

**Truer, more lifelike picture.** The added strength of Sylvania Bonded Shield permits a flatter tube front that reduces distortion.

**Bigger, more natural picture.** The big 19" screen shows more of what the TV camera sees, in an eye-pleasing squared shape.

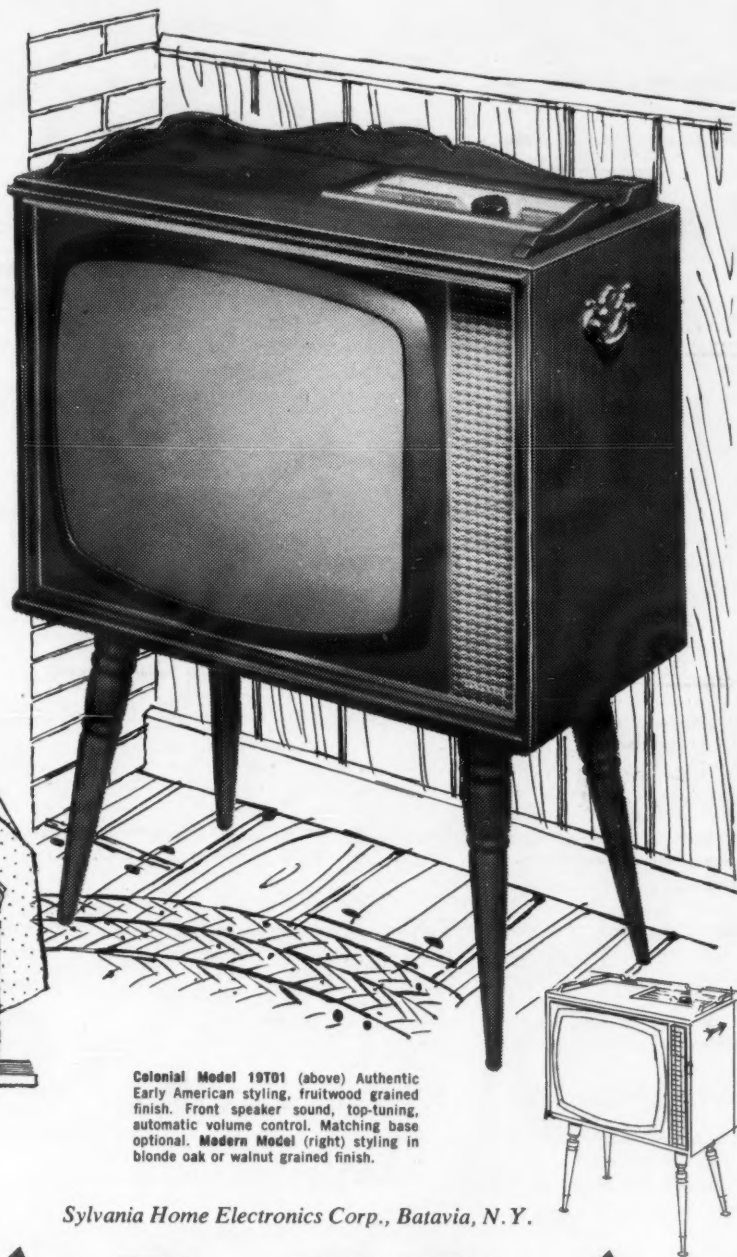
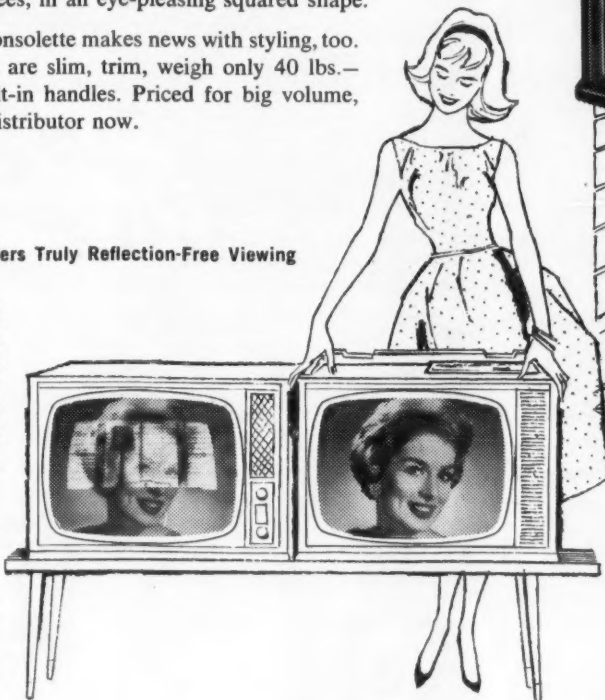
Sylvania Squared 19 Console makes news with styling, too. Fine-furniture cabinets are slim, trim, weigh only 40 lbs.—easy to carry with built-in handles. Priced for big volume, big profits. Call your distributor now.

\*174 sq. in. viewing area

## Compare! Only Sylvania Offers Truly Reflection-Free Viewing

Ordinary TV has a smooth-surfaced tube and a separate glass panel with smooth inner and outer surfaces. Any smooth glass surface causes harsh reflections—no matter how it is tilted, twisted or turned. Thus, every ordinary TV picks up eye-level reflections on the tube face. And, though the separate glass may be tilted to remove some reflections from the line of sight, it picks up others just as annoying.

Only Sylvania reflection-free 19" TV has a fine "textured" satin tube surface. When outside light hits this surface it is broken up—literally scattered in hundreds of directions. The picture is completely free of reflected light! No harsh glare. Picture is easier to see, with no loss of detail, even in brightly lighted room interiors.



Colonial Model 19T01 (above) Authentic Early American styling, fruitwood grained finish. Front speaker sound, top-tuning, automatic volume control. Matching base optional. Modern Model (right) styling in blonde oak or walnut grained finish.

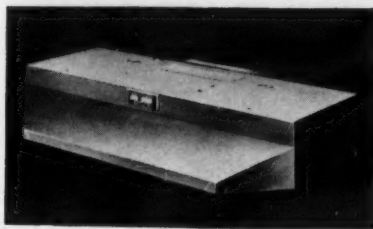
Sylvania Home Electronics Corp., Batavia, N. Y.

# SYLVANIA

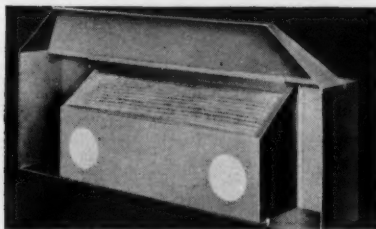
Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**







"AMBASSADOR" FRONT VIEW



"AMBASSADOR" UNDERSIDE

### SWANSON Range Hoods

Two new decorator-designed range hoods, President and Ambassador, are announced by Swanson.

**Twin-blower President** has eye-level pushbutton switches to control 2-speed motor and diffuse illuminator individually. Features include a permanent, removable, aluminum filter; removable motor and blower. Pre-wired, it has a junction box with top

or back knockouts.

**Fan-type Ambassador** is budget-priced, has special, heavy-duty 2-speed bladed fan and motor. Other features are top-positioned, eye-level pushbutton switches to control light and fan independently; permanent, sudsable aluminum filter, motor and fan assembly all removable.

Units may be vented vertically or horizontally. **Swanson Inc., 607 S. Washington St., Owosso, Mich.**

### PORTA COOLER

A dual Radiax, a new turbine-blade blower assembly, is featured in the new 1960 No. 582-B Porta Cooler.

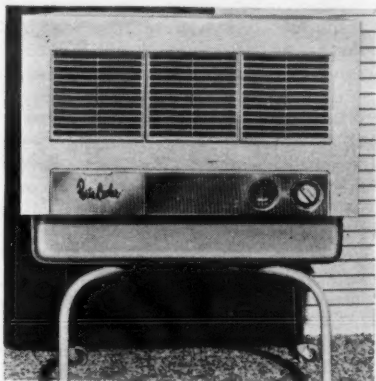
Mounted horizontally in a specially designed air chamber, Radiax, a deep-pitch turbine, pulls fresh air into the chamber, swirls it under centrifugal pressure, quietly forcing cool air directly out into room.

Requiring no installation, it can be quickly and quietly put into operation by plugging into nearest outlet and flipping switch. It operates with or without water. The specially designed aspen pad filters out irritating smoke, dirt and allergy-laden dust, providing purer, healthier, cool air. Ideal for larger rooms and offices, the new model has a front filling feature, and is equipped with a 2-speed motor, water gauge, three 4-way directional

grilles and matching roll-away stand.

Cooler and matching roll-away stand are packed in a single carton.

**Price, \$69.90 with stand. Rabar, Inc., 10823 E. Rush St., El Monte, Calif.**



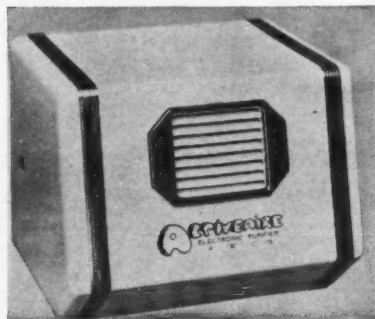
### ACTIVEAIRE Electronic Air Purifier

The Activeaire portable electronic purifier filters air, then ozonates it, and finally discharges it into room for recirculation; eliminates odors, grease smoke, dust and air particles; recommended for relief of hay fever, asthma,

ma, sinus and allergies; all steel cabinet and chassis Fiberglass filter; standard models are finished in white enamel; deluxe models finished in tan and gold hammertone. Deluxe and standard single units are designed for areas of 15x20 ft; Deluxe and standard double units are for areas of 25 to 30 ft.

Available in 2 sizes and 4 models; no tools required to change or clean filter or ozone lamps; rear door slides open for accessibility; replacement lamps and filters are available at nominal cost.

**Price, Model A, single deluxe, \$49.95; Model B, single standard, 10x8x8 in., \$39.95; No. C, double deluxe, 20x8x8 in., \$79.95; Model D, double standard, \$69.95. Activeaire Devices Inc., 1537 Bergen St., Brooklyn 13, N. Y.**



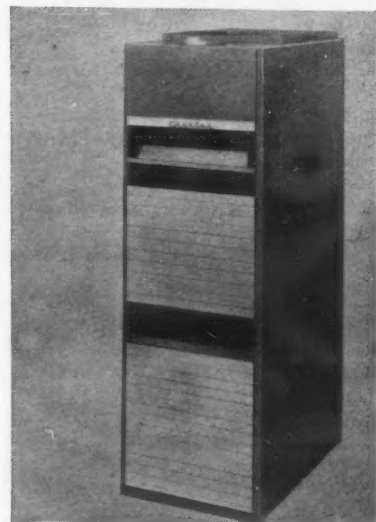
### CARRIER Furnaces

Four sizes of gas-fired, upflow furnaces in compact design for builders are offered by Carrier's Unitary Equipment Div.

Only 51 in. high, 26 in. deep with widths from 14 to about 20 in., they can be used in year-round air-conditioning system by coupling them with a self-contained cooling and dehumidifying unit in the Carrier "Thermo-Center" installation.

Quiet direct-drive blowers, adjustable to 3 speeds by a simple wiring change on tap-wound motor; input capacities are 70,000, 80,000, 100,000 and 120,000 Btu per hr.

Finished in 2-tone blue baked enamel finish; suitable for game or utility room; may be installed in ventilating closet. **Unitary Equipment Div. of Carrier Corp., Syracuse 1, N. Y.**



## NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



*Another first from Ronson!*

**New! Roto-Shine Shoe Polisher.** Does all the work you used to do—electrically. Spreads polish without mess, brushes shoes, buffs to mirror shine. Suggested retail for standard package, \$19.95. In imported hardwood utility box (shown), \$23.50.

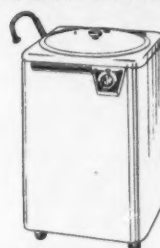
**RONSON**

One year free service on all Ronson products. 77 national service outlets. Ronson Corp., Woodbridge, N. J.



**THIS BRAND  
OPENS  
NEW FRONTIERS  
FOR PROFIT!**

**WORK SAVING CONVENIENCE  
MEANS EXTRA EASY PROFITS**



Compact in size, big in performance and sales. This Silex Washerette is no "toy"—takes a full 4 lb. load and handles all washables from lingerie to work clothes or household linens. Automatic timer and fabric selector regulates washing cycle. Just set it and forget it. Electric wringer available.

Model 2650 . . . . . Retail \$79.95

specialize in profits with  
Silex appliance specialties



**SILEX**



The Proctor-Silex Corporation  
Philadelphia — Chicago — Canada

There are  
**plus profits**  
in Paragon  
appliance  
timers



Write:

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TIME IS MONEY — CONTROL IT WITH PARAGON



on the  
**Blackstone**  
WASHER & DRYER  
**ALPINE**  
**HOLIDAY**

You can go too... winning is easy... but hurry... Contest closes July 15th... See your Blackstone Distributor... or write Blackstone Corp., Allen St., Jamestown, N. Y.

**MERCHANDISING**  
**SUPPLEMENT**  
**SECTION**

NEW PRODUCTS—NEW SALES

THIS SECTION CAN BE  
ECONOMICALLY USED FOR:

**MORE SALES—**  
**MORE PROFITS**

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

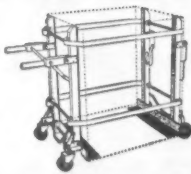
REACH ALL BUYING INFLUENCES  
RATES—ON REQUEST

**ROLL-OR-KARI DUAL TRUCKS**

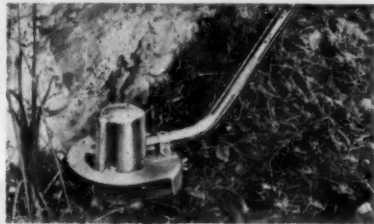
Handle refrigerators, ranges and freezers the quick and easy way. Pat'd Step-On-Lift. Steel angle bases. Retractable wheels. 7-ft. web straps. Cap 800 lbs.

**Deluxe Model** (Swivel wheels at one end)... \$52.00  
**Super Deluxe** (Swivel wheels at both ends)... \$56.00  
FOB Zumbrota, Minn. Ship. wt. 55 lbs. Write Dept. 8

**ROLL-OR-KARI CO.**  
Manufacturers: ZUMBROTA, MINNESOTA



**EQUIPMENT For Outdoor Use**

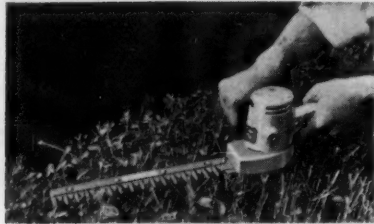


B&D U-3500 LAWN TRIMMER

**B&D Garden Tools**

Two economy-priced garden tools have been added to the B&D line.

**Lawn trimmer**, U-3500, has totally enclosed B&D motor; insulated, shock-proof handles; adjustable height; enclosed 3-conductor wiring; adequate blade guard; safety clutch; 6 lbs; 6-in. blade length; swivel wheels extra.



B&D U-450 UTILITY HEDGE TRIMMER

**Hedge trimmer**, U-450, features helical gears; Scotch-yoke drive; 13-in. hardened steel, reciprocating blade produces 3,000 cutting strokes per min; balanced for 1-hand operation; trigger-switched and locking pin control; "foil-guard" side handle; 5 lbs; 22 in. long.

**Price**, \$29.95 each. **The Black & Decker Mfg. Co., Towson 4, Md.**

**DREMEL Fish Scalers**

Six- and 12-v dc electric fish scalers are Dremel additions.

Developed for outdoor sportsmen, the scalers can be operated from car's cigar lighter outlet or directly from battery. They operate on the

same principle of a whirling scaling head used in the company's 2 ac models: 2 or 3 passes per side of fish does the job.

A 12-ft. cord has special plug-in attachment for car cigar lighters.

All-weather 36-in. flexible shaft leads from motor to scaling head; requires no greasing or oiling. Motor can be hung on wall or tree or set on scaling board.

Scaling head consists of 3 removable stainless steel serrated knives encased in hi-impact polystyrene holder and handpiece; guard over head prevents scales from flying. An on-off switch located on base is double action push type; easy to wash and keep clean. Weighs less than 5 lbs.; flexible shaft is removable and can be connected to any 110-v drill.

**Price**, \$19.95. **Dremel Mfg. Co., Racine, Wis.**



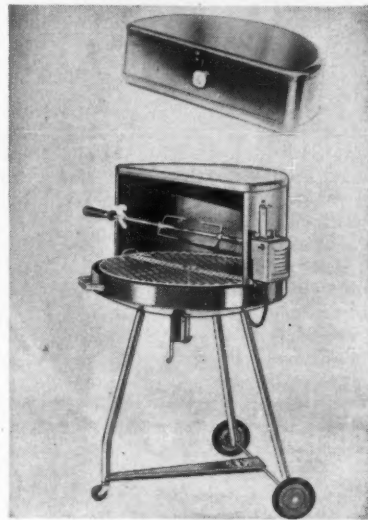
**BIG BOY Barbecues**

**Big Boy's** 1960 line of 25 barbecues includes portable units, permanent units for indoor or outdoor installation, barbecue spits, motors, cook books, electric fire starters.

Seven models are priced below \$50 for all budgets; 11 deluxe units range from \$50 to \$100; 6 custom models from \$109.95 to \$349.95.

All are made of heavy stainless steel or steel with baked copper-tone; models with warming ovens have doors with magnetic latches. Doors are mounted with piano hinges for strength and eye-appeal. Most oven models have easy-to-read clock-type thermometer in door. New (shown) is a warming oven that fits on top of any 24-in. diam. brazier.

**Prices** start at \$6.95. **Big Boy Mfg. Co., Burbank, Calif.**



**KNAPP MONARCH**  
**Picnic Items**

**Knapp Monarch** announces an Insta-Lite double burner LP gas outing stove and a "Therm-a-Chest."

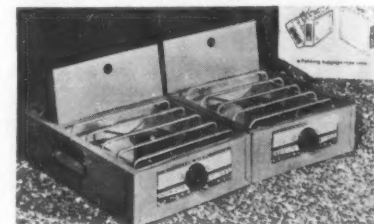
The stove folds into a compact luggage-type case that weighs less than 9 lbs.; recessed burners and hinged windshields give steady flame in high winds; 4 fuel refills will cook 3

meals a day for 4 for 6 days. Features include self-clearing orifice stove valve; reflector under each burner; big-type stove burner control knobs.

"Therm-a-Chest" has 62-qt. capacity; wide-tread, solid rubber wheels; non-corrosive trays hold sandwiches, etc.; bottle opener is built into side handles; oven baked enamel finish.

**Prices**, stove, \$19.95; chest, \$29.95. **Knapp Monarch Co., 3501 Bent Ave., St. Louis 16.**

"INSTA-LITE" OUTING STOVE



"THERM-A-CHEST" SUPREME



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## PEOPLE in the NEWS



**R. E. Kenoyer**  
of Sylvania



**David Gardner**  
of Regina



**W. C. James**  
of Franklin

**Admiral Corp.**—William H. Geddes has been named a regional manager for Admiral Sales Corp. He will cover Syracuse, Rochester and Buffalo, N. Y., and Wheeling, W. Va.

**Andrea Radio Corp.**—Peter J. Morahan has been appointed acting sales manager for the Long Island City manufacturer. J. M. Dierkes, former sales manager, is on a leave of absence.

**Chrysler Airtemp**—Thomas W. Kirby has been appointed special markets manager, a new position. Among his responsibilities will be the direction of sales in the export, automotive, government, contract, national account, industrial and builder areas.

**Easy Laundry Appliances**, a division of The Murray Corp. of America—Richard H. Kelly has been named general sales manager. He has been national field sales manager for two and a half years.

**Franklin Manufacturing Co.**—Two men have been appointed to top executive positions with the Minneapolis private label appliance manufacturer. J. C. Hammond, former vice president in charge of sales, will continue as vice president with overall charge of marketing and planning. W. C. James, general manager, will be vice president in charge of sales.

**Stromberg-Carlson**—Frederick W. Reynolds has joined the division of General Dynamics Corp. as district manager for high fidelity products in the New York City area. He has been repertoire director for the RCA Victor record division.

**Westinghouse Electric Corp.**—Merrill S. Sancraint has been named manager of wholesale and utility



**J. C. Hammond**  
of Franklin



**R. H. Kelly**  
of Easy

sales. He will have special responsibility for lamp sales activities, with offices at the lamp division headquarters in Bloomfield, N. J.

**The Brady Co.**—Dave C. McDermand has been named vice president for the Appleton, Wis., advertising agency. He came to the agency from Hamilton Manufacturing Co., where he was product manager of the appliance division.

**Coppes, Inc.**—Paul B. Gunter has been appointed Chicago district manager for the Nappanee, Ind., kitchen manufacturer. He will make his headquarters at the Coppes showroom in Chicago's Merchandise Mart.

**Sylvania Home Electronics**—Robert E. Kenoyer has been appointed vice president and general manager of the division of Sylvania Electric Products Inc., a newly created position. He has been corporate controller since last August, controller of the home electronics division before that.

**The Regina Corp.**—David Gardner has been named advertising and promotion manager for the Rayway, N. J., manufacturer. He has been with Motorola, Inc., and the Bulova Watch Co., Inc.

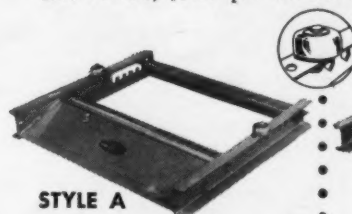


**LET ROLL-A-REEL  
ROLL THE LOAD**

Load cable, wire, rope or anything on reels onto Roll-A-Reel for easy, smooth pay-out or take-up.

All are drilled for optional auxiliary ball-bearing side rollers, \$5.00 per set extra.

- Easily portable
- No jacks
- Handle any reel diameter
- Heavy steel frame
- Slanted front
- Ball-bearing, adjustable rollers
- Positive roller lock for unloading



**STYLE A**

2,000 lbs. cap. for reels up to 28" wide. Weight 60#. PRICE \$46.50 f.o.b. Cincinnati



**STYLE B**

4,000 lbs. cap. for 1 reel up to 48" wide; or for 2 reels up to 24" wide each. Weight 110#. PRICE \$84.50 f.o.b. Cincinnati

- Special sizes on request.

**ROLL-A-REEL**

4628 Reading Road  
Cincinnati 29, Ohio

## FREE BOOKLET



**Facts  
about  
a new  
profit  
opportunity  
in a fresh  
new market**

The market for better air is a vast one—and growing daily. Electro-Klean removes up to 90% of air borne dust, dirt and pollen from indoor air. It fills a vital need for homeowners who want cleaner, healthier homes.

If you are looking for a new source of profit... if you can arrange for installation in new or existing homes, Electro-Klean offers you substantial profit opportunities. No price-cutting competition. No comparable "whole home" air filter available anywhere near the price. A booming market—a full profit on every sale.

Mail coupon for full information.



**American Air Filter COMPANY, INC.**  
215 Central Avenue, Louisville 8, Kentucky

Gentlemen: I would like to judge for myself whether or not Electro-Klean is right for my type of store. Please send me a copy of your booklet, directed specifically to appliance dealers.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## Times Change . . . And So Do Timepieces

LOOKING OVER AN ARRAY of tickers since the beginning of timekeeping featured during the last of April in one of Hammacher Schlemmer's windows are Dominic Tampone, left, president of the New York specialty housewares store, and Dallas H. Edwards, General Electric Co. clock specialist. Contrasted in the clever display are a group of elaborate antique clocks from the Cooper Union Museum and streamlined electric jobs from G-E's 1960 lines.

# IDEA DIGEST

Good ideas don't always come easily, but when they do a little initiative on your part can make them prime business builders. Here are four which were successful for their originators.

**Atomic sign for the 20th Century**—what could be more appropriate. And it's quite a crowd puller, according to reports from the store in Compton, Calif.

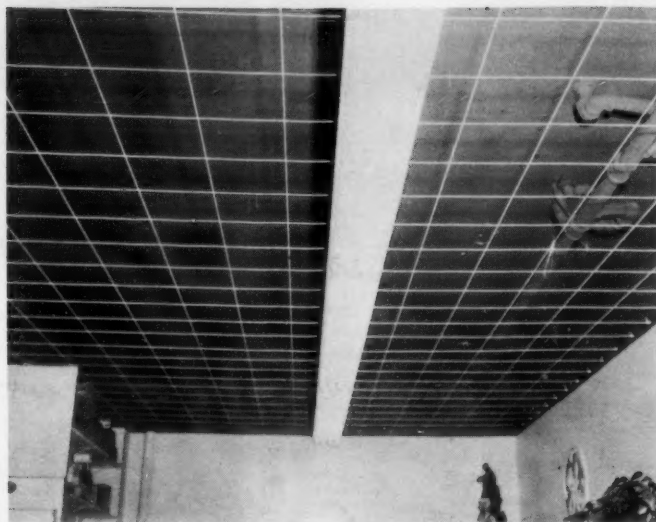
Some customer comments: "I never noticed your store until you put up that fancy new sign." "I saw your sign two blocks away. If it hadn't been up there, I'd most likely have driven right by."

Built to look like an atom, the sign is simple in design. Each ball is painted a different bright color. And each has a different message.

This gimmick is a good example of how a highway store can draw attention to itself with a jazzy sign.

Quite often, as the customer quote above shows, people drive right by a highway store. It's just lost in a long line of big fronts and glass windows. People who pass by every day haven't the slightest idea what the store sells.

But a jazzy sign will make them stop and think. And the next time they pass by, they'll identify. Maybe even stop in.



Plush look of glass tile gives this 25x40-foot showroom a "class" look. But study it carefully and you'll see hidden steam pipes.

The trick: Paint the ceiling and the pipes charcoal. Then stretch venetian blind cord beneath it. The fluorescent bulb panel down the center sets the picture off perfectly.

The dealer who came up with this trick was White Electric, 1674 Second Ave., New York, co-owners, Tony Conti and Bernard Lesser.

White recently moved into this new location, where \$12,000 went into renovations. About \$4,000 of that went for the new storefront, another \$3,500 for a new sign. New floors, new fixtures, new racks ate up more dollars.

Probably the least expensive item in the renovation was this ceiling—a simple matter of paint and cord.



## I Need Work

— Excellent References —

I do my job and, finest of all, my twelve million references will tell you so.

My upkeep is far less, my days off are next to nothing. Over the years, if I do need anything special, such as a watch (timer) or anything else, you will find I need only as much as one-third the cost. Some of my distant relations play out fast and cost you as much in severance pay. But I won't play out, I will always be worth something a great deal more.

Difference in policies and my employment service is what makes me really great. Thousands of my brothers and sisters, regardless of age are working today because of better service.

I can come into your home until February at no expense to you.

My complete salary for up to twenty years work (proven) is from \$129.00 up, depending on what you want of me. \$5.00 a month for two years is all the wage I ask.

My name is Miss Maytag Washer and I live at Mountain States Appliances.

You can order me in minutes. They have control of my work for years and years. I have a five year warranty (gear) and a one year labor warranty.

You can tell where my sisters are working by looking at the clothes lines—there is a difference.

I have fifty years schooling for your type of work. You can see me at your Maytag Headquarters — Mountain States Appliance.

124 East 5th

Dial 2-6939

"Work wanted" classified ad at the left drew plenty of attention and business to Mountain States Appliances, Casper, Wyo.

This three-column, eight-inch layout, with a heavy black border, contained nothing but type. It was the message that counted.

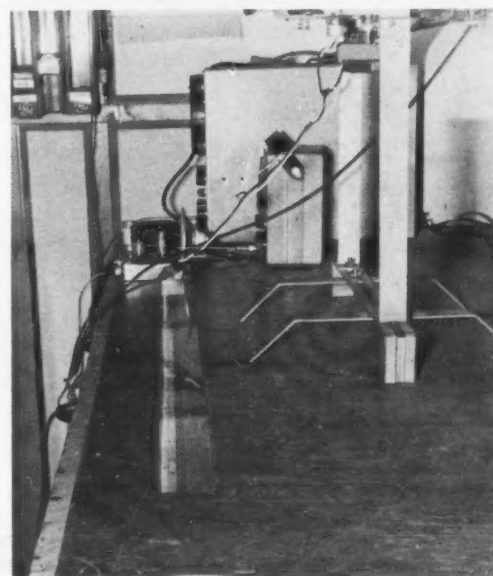
In case you can't read the type, it tells the story of Miss Maytag Washer, who is begging for work.

All she asks for wages is \$5 a month for two years. And she promises not to play out.

**Channel lighting in the workbench** at Chic Myers' TV service shop in Phoenix, Ariz., gives his repairmen the light they need—where they need it.

Before he put these five-foot fluorescent tubes in each workbench, Myers found his men had to spend time looking for flashlights to crane their necks to look around shadows. Even in a brilliantly lighted shop.

But the channel lights, shining through slots cut through the tabletops at 35-degree angles, did the trick.





A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.1	18.1	17.5	3.4% up (Feb. 1960 vs. Feb. 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	339	344	327	3.7% up (Feb. 1960 vs. Feb. 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	285	289	283	0.7% up (Feb. 1960 vs. Feb. 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	27	32	31	12.9% less (March 1960 vs. March 1959)
<b>HOUSING STARTS</b> (thousands)	97.0	76.6	121.0	19.8% less (March 1960 vs. March 1959)
<b>AUTO OUTPUT</b> (thousands)	145.2**	135.4**	133.9**	8.4% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	19.0+	18.9+	17.8+	6.7% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	340.6+	335.1+	322.9+	5.5% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	23.6+	21.9+	27.7+	0.4% down (4th qtr. 1959 vs. 4th qtr. 1958)
<b>EMPLOYMENT</b> (thousands)	64,267	64,520	63,828	0.7% up (March 1960 vs. March 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960.

\*\*Figures are for the week ending April 23, 1960 and preceding week (revised).

+ Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in **bold-face type**.

		1960 (Units)	1959 (Units)	% Change
<b>DISHWASHERS</b>	Feb.	46,000	39,500	+16.46
	2 Mos.	83,200	75,300	+10.49
<b>DRYERS, Clothes, Electric</b>	Mar.	<b>60,946</b>	<b>68,670</b>	-11.25
	3 Mos.	<b>205,021</b>	<b>216,685</b>	-5.38
Gas	Mar.	<b>29,259</b>	<b>29,764</b>	-1.70
	3 Mos.	<b>105,154</b>	<b>106,243</b>	-1.03
<b>FOOD WASTE DISPOSERS</b>	Feb.	56,300	59,000	-4.58
	2 Mos.	108,100	107,500	+ .56
<b>FREEZERS</b>	Feb.	97,400	90,600	+ 7.51
	2 Mos.	150,600	169,400	-11.10
<b>PHONOGRAPHS, Monaural</b>	Feb.	90,854	164,873	-44.89
	2 Mos.	209,254	349,020	-40.05
Stereo	Feb.	324,666	188,750	+72.01
	2 Mos.	665,995	366,086	+81.92
<b>RADIOS, Home-Portable-Clock</b>	Week Apr. 15	220,332	173,975	+26.65
(production)	15 Weeks	<b>3,014,371</b>	<b>2,559,982</b>	+17.75
<b>RADIOS, Automobile (production)</b>	Week Apr. 15	91,642	97,688	-6.19
	15 Weeks	<b>2,059,551</b>	<b>1,560,904</b>	+31.95
<b>TELEVISION (production)</b>	Week Apr. 15	105,251	94,836	+10.98
	15 Weeks	<b>1,784,085</b>	<b>1,591,081</b>	+12.13
<b>REFRIGERATORS</b>	Feb.	302,400	306,200	-1.24
	2 Mos.	569,100	562,400	+ 1.19
<b>RANGES, Electric—Standard</b>	Feb.	83,500	86,000	-2.91
	2 Mos.	150,900	165,200	-8.66
Built-in	Feb.	59,700	48,600	+22.84
	2 Mos.	105,800	90,200	+17.29
<b>RANGES, Gas—Standard</b>	Feb.	136,400	133,000	+ 2.56
	2 Mos.	247,300	262,400	-5.76
Built-in	Feb.	22,600	19,400	+16.49
	2 Mos.	45,200	38,700	+16.80
<b>VACUUM CLEANERS</b>	Mar.	<b>339,918</b>	<b>346,557</b>	-1.92
	3 Mos.	<b>892,731</b>	<b>860,469</b>	+ 3.75
<b>WASHERS, Automatic &amp; Semi-Auto</b>	Mar.	<b>244,488</b>	<b>248,729</b>	-1.71
	3 Mos.	<b>669,894</b>	<b>701,577</b>	-4.52
Wringer & Spinner	Mar.	<b>63,125</b>	<b>80,939</b>	-22.01
	3 Mos.	<b>175,924</b>	<b>214,808</b>	-18.10
<b>WASHER-DRYER COMBINATIONS</b>	Mar.	<b>18,746</b>	<b>16,207</b>	+15.67
	3 Mos.	<b>49,029</b>	<b>53,715</b>	-8.72
<b>WATER HEATERS, Electric (Storage)</b>	Feb.	60,500	75,500	-19.87
	2 Mos.	109,200	138,200	-20.98
<b>WATER HEATERS, Gas (Storage)</b>	Feb.	213,800	259,700	-17.67
	2 Mos.	429,300	525,900	-18.37

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

## TURN 'DOGS' INTO PROFIT!



Forced to allow high trade-ins — then to take a loss or junk used refrigerators? Here's a reconditioning program recommended by leading refrigerator manufacturers that makes used units so attractive with steam cleaning that with proper merchandizing they move fast — turn losses into profit!

APPROVED BY REFRIGERATOR MFRS.

### CENTURY STEAM CLEANER

Flush and dissolve at a blast stubborn grease, grime and molds. Rejuvenate rubber, disinfect and deodorize inside and out. Clean condenser and buff the finish for painting. All in a matter of minutes with your Century steam cleaner!

Complete with steam gun, hose, rubber tires — ready to go!

**GUARANTEED not for a year, but for LIFE!**  
**FAST** — develops 80-100 lbs. of steam in 90 seconds!  
**OIL FIRED** — full day's operation with one filling. Gas model available.  
**ABSOLUTELY SAFE** — Safety pop-off valve, visible steam gauge.  
**FULLY AUTOMATIC** — Just push the start button!  
**PRACTICALLY SERVICE FREE**

REFRIGERATOR JOBBERS — Get our profit story!

**However — SPECIAL DEAL TO REFRIGERATOR DEALERS**

Write for Special Price to Legitimate Dealers

**ELECTRONICS, INC.**  
 2000 EAST CHERRY VERMILION, S. DAK.

**I WAS READY TO JUNK THIS REFRIGERATOR FOR \$10**

But with a dollar's worth of material and a half-hour's work with my Century, I was able to sell it fast for \$75!

Keith Paisley, Mr. Robson Hardware, Sioux Falls, S. D.

## YOU ASKED FOR IT



*It's so easy to deliver appliances with an*

### EASLOAD

Safely handles an 800 lb. load

Cut delivery costs with Easload. The only truck that takes the weight off the man and balances it on large retractable wheels where it belongs.

- Tubular slide runners
- Protective rubber pads
- Positive ratchet-type cincher
- Large ball bearing wheels cushioned on 10 x 2.75 tires

Order Easload today — on MONEY BACK GUARANTEE of satisfaction (F O B L. A.)... only \$57.50

Colson Equipment & Supply Co.  
 1317 Willow Street, Los Angeles 13, California

**EASLOAD APPLIANCE TRUCKS**

## YOU ASKED FOR IT




**Faster Sales With "Package" Kitchens At New, Low "Package" Prices**

Trouble selling kitchens because your customer says they're too high-priced? Show her any one of 76 Youngstown "Package" Kitchens...all at a low "package" price. Sell her right from the new Package Manual...a kitchen to fit any size, arrangement, decor, budget...from a complete 5-foot kitchen for only \$259.95. Now get faster sales with full markup. Save on low-cost installation. Ask your Distributor or write Youngstown Kitchens, Warren, Ohio, why...

*You get what you asked for when you become a*

**YOUNGSTOWN KITCHENS QUALIFIED DEALER**

 **AMERICAN-Standard**  
 YOUNGSTOWN KITCHENS DIVISION

Here's the one  
Air Conditioner

**FILTER**

to stock!  
FITS ALL MAKES  
AND MODELS

DIRTY, CLOGGED FILTERS CAUSE **80%**  
OF AIR CONDITIONER FAILURES!

**NEW**  
**LIFE-TIME**  
*washable*  
**AIR CONDITIONER**  
**FILTER**

*Fits All  
Makes and  
Models*

*Feel it!*

- EASY TO TRIM
- ENJOY CLEANER FRESHER AIR
- NON-ALLERGENIC
- BUILT-IN GERMICIDE WILL NOT WASH OUT



ENJOY LIFETIME TROUBLE-FREE COMFORT... *Now!*

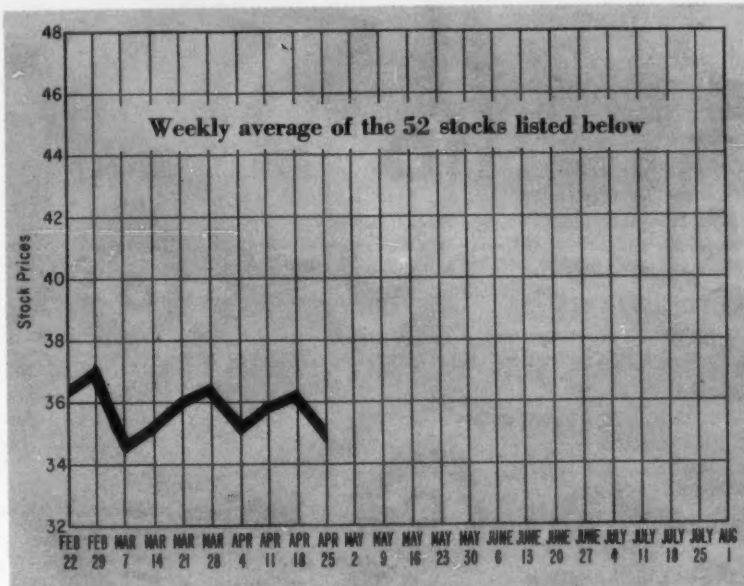
**Call your  
Philco Distributor  
today!**

Yes, Philco now brings you the Universal Air Conditioner Filter that solves all problems. No sizes to worry about. No messy spray needed when it's washed. New built-in germicide will not wash out. No metal or glass particles to harm the hands. It will sell on sight... order now from your Philco Distributor.

**PHILCO**

 Famous for Quality the World Over

**TAKING STOCK** A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



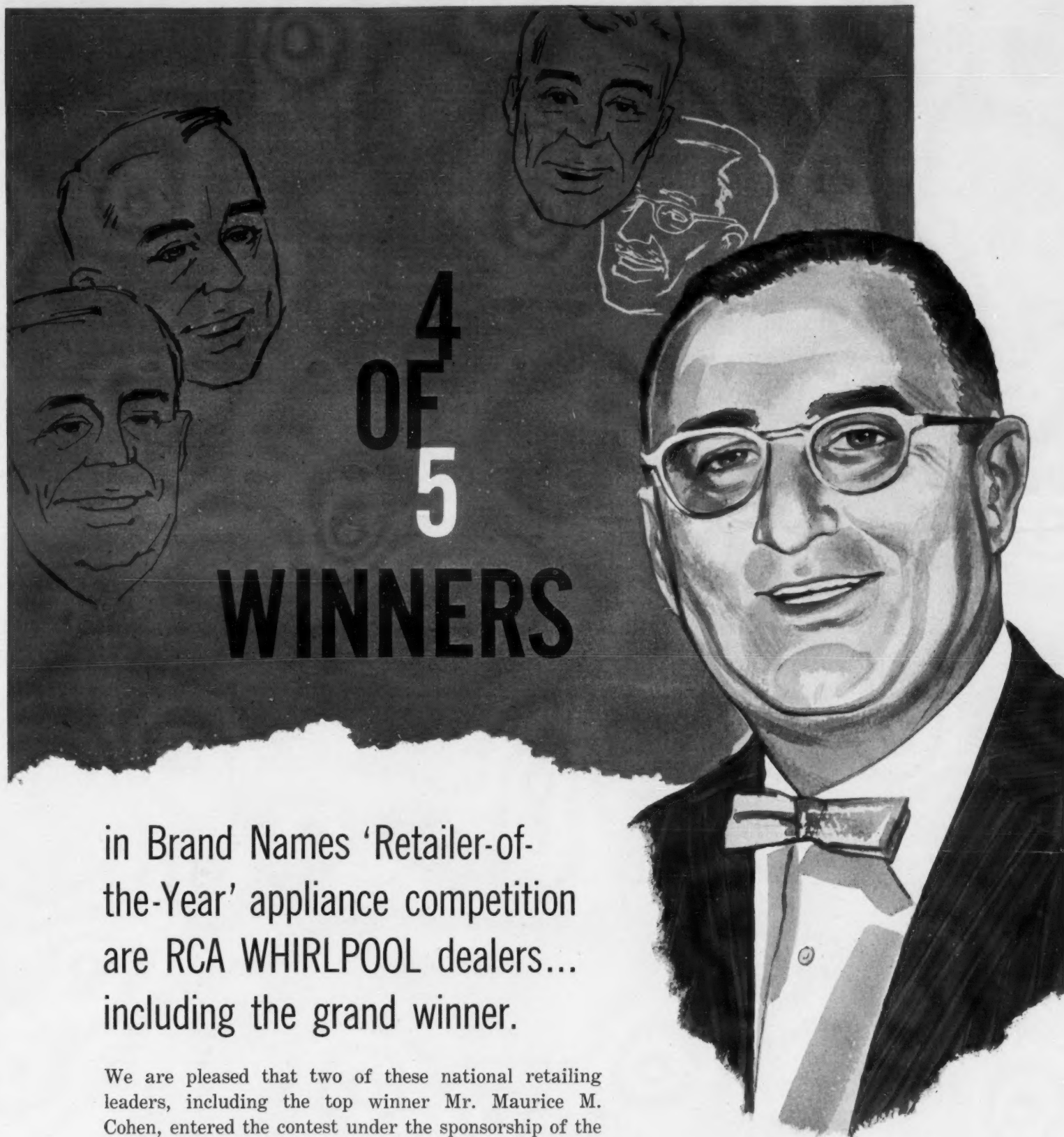
STOCKS AND DIVIDENDS IN DOLLARS	1960		CLOSE APR. 18	CLOSE APR. 25	NET CHANGE
	HIGH	LOW			
NEW YORK EXCHANGE					
Admiral	23 <sup>7</sup> / <sub>8</sub>	18	20 <sup>3</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	- 1 <sup>7</sup> / <sub>8</sub>
American Motors 1	29 <sup>1</sup> / <sub>2</sub>	22 <sup>1</sup> / <sub>4</sub>	29 <sup>1</sup> / <sub>8</sub>	27 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Arvin Ind. 1	27 <sup>1</sup> / <sub>2</sub>	21 <sup>3</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>8</sub>	25 <sup>1</sup> / <sub>2</sub>	+ 3 <sup>3</sup> / <sub>8</sub>
Borg Warner 2	48 <sup>1</sup> / <sub>2</sub>	39 <sup>1</sup> / <sub>2</sub>	40 <sup>1</sup> / <sub>2</sub>	37 <sup>1</sup> / <sub>2</sub>	- 3
Carrier 1.60	41 <sup>3</sup> / <sub>4</sub>	32 <sup>1</sup> / <sub>4</sub>	34 <sup>1</sup> / <sub>4</sub>	33	- 1 <sup>1</sup> / <sub>4</sub>
CBS 1.40B	45	36 <sup>3</sup> / <sub>8</sub>	39 <sup>3</sup> / <sub>4</sub>	39 <sup>1</sup> / <sub>2</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Chrysler 1	71 <sup>7</sup> / <sub>8</sub>	50 <sup>3</sup> / <sub>8</sub>	53	50 <sup>3</sup> / <sub>8</sub>	- 2 <sup>3</sup> / <sub>8</sub>
Decca Records IXD	29 <sup>7</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	29 <sup>3</sup> / <sub>4</sub>	28 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Emerson Electric 1	43	33	49 <sup>3</sup> / <sub>4</sub>	40 <sup>3</sup> / <sub>4</sub>	- 2 <sup>1</sup> / <sub>2</sub>
Emerson Radio .50F	18 <sup>3</sup> / <sub>8</sub>	13 <sup>1</sup> / <sub>8</sub>	13 <sup>1</sup> / <sub>2</sub>	13 <sup>1</sup> / <sub>8</sub>	- 3 <sup>1</sup> / <sub>8</sub>
Fedders 1	20 <sup>3</sup> / <sub>8</sub>	16 <sup>3</sup> / <sub>8</sub>	18 <sup>3</sup> / <sub>8</sub>	18 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>4</sub>
General Dy. 2	53 <sup>3</sup> / <sub>8</sub>	40 <sup>3</sup> / <sub>8</sub>	42 <sup>3</sup> / <sub>8</sub>	40 <sup>3</sup> / <sub>4</sub>	- 1 <sup>7</sup> / <sub>8</sub>
General Elec. 2	99 <sup>7</sup> / <sub>8</sub>	84 <sup>3</sup> / <sub>8</sub>	92 <sup>3</sup> / <sub>8</sub>	88 <sup>3</sup> / <sub>8</sub>	- 4
General Motors 2	55 <sup>7</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>8</sub>	46 <sup>3</sup> / <sub>4</sub>	44	- 2 <sup>3</sup> / <sub>4</sub>
General Tele. 2.20	87	70 <sup>3</sup> / <sub>8</sub>	86 <sup>1</sup> / <sub>4</sub>	83 <sup>3</sup> / <sub>8</sub>	- 2 <sup>3</sup> / <sub>8</sub>
Hoffman Elec. .60	27 <sup>5</sup> / <sub>8</sub>	20 <sup>1</sup> / <sub>2</sub>	23 <sup>3</sup> / <sub>4</sub>	20 <sup>7</sup> / <sub>8</sub>	- 2 <sup>3</sup> / <sub>8</sub>
Hupp CP. 3 <sup>1</sup> / <sub>8</sub> F	13 <sup>1</sup> / <sub>4</sub>	9 <sup>3</sup> / <sub>4</sub>	11 <sup>3</sup> / <sub>4</sub>	11	- 3 <sup>1</sup> / <sub>4</sub>
Magnavox 1	45 <sup>3</sup> / <sub>8</sub>	31 <sup>3</sup> / <sub>4</sub>	43 <sup>1</sup> / <sub>8</sub>	42 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Maytag 2A	44 <sup>1</sup> / <sub>2</sub>	35 <sup>1</sup> / <sub>4</sub>	38 <sup>3</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>8</sub>	- 3 <sup>3</sup> / <sub>8</sub>
McGraw-Edison 1.40	45 <sup>3</sup> / <sub>4</sub>	40	42	40 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Minn. Mining & Mfg. 1.60	189 <sup>1</sup> / <sub>2</sub>	161 <sup>1</sup> / <sub>4</sub>	185 <sup>1</sup> / <sub>2</sub>	186 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Montgomery Ward 2	55 <sup>3</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>4</sub>	45 <sup>1</sup> / <sub>2</sub>	45 <sup>1</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Monarch 1.20	19 <sup>7</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>	14	13 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Motor Wheel 1	23 <sup>1</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>4</sub>	16 <sup>3</sup> / <sub>4</sub>	17	+ 1 <sup>1</sup> / <sub>4</sub>
Motorola 1.50	178	140	175 <sup>3</sup> / <sub>4</sub>	169	- 6 <sup>3</sup> / <sub>4</sub>
Murray CP	28 <sup>1</sup> / <sub>2</sub>	24 <sup>3</sup> / <sub>4</sub>	27 <sup>5</sup> / <sub>8</sub>	25 <sup>1</sup> / <sub>2</sub>	- 2 <sup>1</sup> / <sub>8</sub>
Philco 1 <sup>1</sup> / <sub>4</sub> G	38 <sup>1</sup> / <sub>4</sub>	26 <sup>3</sup> / <sub>8</sub>	33	31 <sup>3</sup> / <sub>8</sub>	- 1 <sup>7</sup> / <sub>8</sub>
R.C.A. 1B	78 <sup>3</sup> / <sub>8</sub>	59 <sup>1</sup> / <sub>2</sub>	77 <sup>3</sup> / <sub>4</sub>	71 <sup>3</sup> / <sub>8</sub>	- 6 <sup>3</sup> / <sub>8</sub>
Raytheon 2.37T	53 <sup>3</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>4</sub>	41 <sup>3</sup> / <sub>8</sub>	38 <sup>1</sup> / <sub>4</sub>	- 3 <sup>1</sup> / <sub>8</sub>
Rheem .60	28 <sup>7</sup> / <sub>8</sub>	19 <sup>7</sup> / <sub>8</sub>	21	19 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Ronson .60	12	9 <sup>3</sup> / <sub>4</sub>	9 <sup>7</sup> / <sub>8</sub>	9 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Roper GD	21 <sup>1</sup> / <sub>2</sub>	15 <sup>3</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>2</sub>	16 <sup>1</sup> / <sub>2</sub>	- 1
Schick	16 <sup>3</sup> / <sub>4</sub>	11 <sup>1</sup> / <sub>2</sub>	12	12 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Siegler Corp. .10E	38 <sup>7</sup> / <sub>8</sub>	29 <sup>1</sup> / <sub>4</sub>	38 <sup>3</sup> / <sub>8</sub>	38 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Smith A. O. 1.60A	53 <sup>3</sup> / <sub>8</sub>	36	39 <sup>1</sup> / <sub>8</sub>	36 <sup>1</sup> / <sub>2</sub>	- 2 <sup>3</sup> / <sub>8</sub>
Sunbeam 1.40A	64 <sup>1</sup> / <sub>2</sub>	52 <sup>1</sup> / <sub>2</sub>	55 <sup>3</sup> / <sub>4</sub>	53 <sup>1</sup> / <sub>4</sub>	- 2 <sup>1</sup> / <sub>2</sub>
Welbilt .10G	7 <sup>7</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub>	5 <sup>5</sup> / <sub>8</sub>	6	+ 3 <sup>1</sup> / <sub>8</sub>
Westinghouse 1.20	57 <sup>1</sup> / <sub>4</sub>	45 <sup>1</sup> / <sub>2</sub>	54 <sup>3</sup> / <sub>8</sub>	54 <sup>3</sup> / <sub>8</sub>	- 5 <sup>1</sup> / <sub>8</sub>
Whirlpool 1.40	34 <sup>3</sup> / <sub>8</sub>	26 <sup>3</sup> / <sub>8</sub>	26 <sup>3</sup> / <sub>8</sub>	25 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Zenith 1.60	116	89 <sup>1</sup> / <sub>8</sub>	101 <sup>1</sup> / <sub>2</sub>	98 <sup>1</sup> / <sub>8</sub>	- 3 <sup>3</sup> / <sub>8</sub>
AMERICAN EXCHANGE					
Casco Pd. .30G	9 <sup>1</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>8</sub>	7 <sup>3</sup> / <sub>4</sub>	- 3 <sup>1</sup> / <sub>8</sub>
Century Elec. 1/2	9 <sup>7</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>8</sub>	8	- 7 <sup>1</sup> / <sub>8</sub>
Du Mont Lab.	10	6 <sup>1</sup> / <sub>2</sub>	9 <sup>7</sup> / <sub>8</sub>	9 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>2</sub>
Herold Rad.	7 <sup>7</sup> / <sub>8</sub>	5	5 <sup>7</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Ironrite .20	8 <sup>5</sup> / <sub>8</sub>	6 <sup>3</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>2</sub>	8 <sup>1</sup> / <sub>8</sub>	- 3 <sup>1</sup> / <sub>8</sub>
Lamb. Ind.	6 <sup>7</sup> / <sub>8</sub>	4 <sup>3</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>	6 <sup>1</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Muntz TV	6 <sup>1</sup> / <sub>2</sub>	4 <sup>3</sup> / <sub>8</sub>	5	5	-
National Presto	12	10 <sup>3</sup> / <sub>4</sub>	11	11 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Proctor-Silex	10 <sup>1</sup> / <sub>8</sub>	2 <sup>7</sup> / <sub>8</sub>	8	8 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
MIDWEST EXCHANGE					
Knapp-Monarch	-	-	5 <sup>1</sup> / <sub>2</sub>	5 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Travler Radio	-	-	7 <sup>1</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>4</sub>	-
Webcor	-	-	10 <sup>3</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>8</sub>

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** A substantial decline was registered among the 52 key stocks over the week-long trading. The average fell 1<sup>1</sup>/<sub>4</sub> pts. from last week. Only six issues showed a gain on the NY Exchange and eight new lows were recorded. Experts were considering, as one of the major causes of the sudden and substantial

decline, the fact that three major electrical firms—Maytag, Westinghouse Electric and General Electric announced plans to trim their work forces because of disappointing demands for some appliances. The situation seems to be one of "watchful waiting" and experts are approaching the market realistically.





in Brand Names 'Retailer-of-the-Year' appliance competition are RCA WHIRLPOOL dealers... including the grand winner.

We are pleased that two of these national retailing leaders, including the top winner Mr. Maurice M. Cohen, entered the contest under the sponsorship of the RCA WHIRLPOOL brand... and that so many of the final 5 are RCA WHIRLPOOL dealers. Our congratulations are extended to Mr. Cohen and all of the 'Certificate of Distinction' winners. We are proud to be associated with these successful merchants.

'Retailer-of-the-Year'  
\*\* **Maurice M. Cohen**  
Lechmere Sales  
Cambridge, Mass.

'Certificate of Distinction' winners  
\*\* **David D. Pidgeon**  
Pidgeons Stores  
Des Moines, Iowa

\* **Walter E. Engle**  
Engle Electric Co.  
Lakeland, Fla.

\* **Sol Polk**  
Polk Bros., Inc.  
Chicago, Ill.

**James M. Abraham**  
Athens Appliance &  
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Athens, Ohio



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\*RCA WHIRLPOOL dealers.

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**MODEL 10FP—**  
 Handy Andy  
 Super Deluxe  
 with Impulse Starter  
 (in 25 inch, 3 HP and  
 22 inch, 3 HP sizes)

*Here's the big seller with the sensational feature that's generating traffic and volume for Lober dealers everywhere!*

## NEW! SUPER DELUXE 1960 POWER MOWER WITH EXCLUSIVE IMPULSE SELF-STARTER!

• Big 25-inch (Swath Cut) 3 HP

• Big 22-inch (Swath Cut) 3 HP



OLD WAY!

REVOLUTIONARY IMPULSE SELF-STARTER!

LOOK—

No backbreaking to start—

saves the heart—



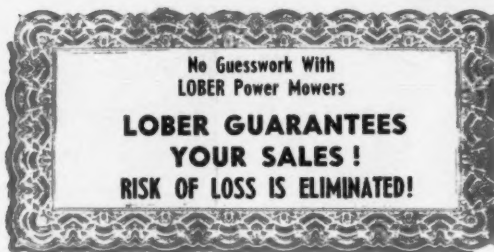
NEW WAY!

**JUST WIND AND START! NO CORD TO PULL TO START ENGINE**

### BIG TICKET! BIG VOLUME! BIG SALES GUARANTEED!

- No Problems With Complaints!
- You Get Top Quality Power Mowers That You Would Pay Double For Elsewhere — at Lober's Unbeatable Low Prices . . . and
- WE GUARANTEE YOUR CUSTOMERS' SATISFACTION! NO WAIT FOR DELIVERIES!

• **Order Now** . . . Start Making Big Money Right Away! Remember, Only Lober, Gives You Guaranteed Sales and Guaranteed Customer Satisfaction! No Other Manufacturer Can Make This Statement!



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### Check These Lober Features Against The Features On Your Mowers!

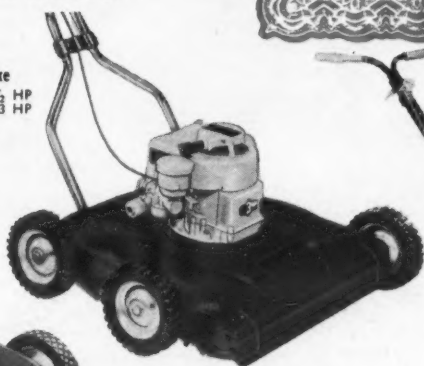
Look Underneath Where It Counts!

Only Lober Power Mowers Give You ALL These Unbeatable New Features at Low Promotional Prices!

Reinforced corners guarantee added rigidity and strength	Four adjustable cutting heights	New Silent Muffler cuts down irritating noise	Start and Stop Gas Throttle Control on Chrome Plated Handle
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**MODEL D—**  
 Blue Ribbon Deluxe  
 22 inch, 2 1/2 HP  
 25 inch, 3 HP



**MODEL DFP—**  
 Gorgeous George  
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 25 inch, 3 HP



**MODEL R-40—**  
 Mr. Aristocrat  
 Reel  
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 22 inch, 3 HP

WE FEATURE DuPONT NI-BAKED ENAMEL FINISH, EVEN THOUGH COMPETITIVE PAINTS WOULD COST FAR LESS!



**MODEL S—**  
 HI LO STANDARD  
 22 inch, 2 1/2 HP  
 25 inch, 3 HP

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